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Report on Maine's Nature-based Tourism Initiative

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Report on Maine's Nature-based Tourism Initiative

**An Initiative of
Governor John Elias Baldacci**

**Section 1: Governor's Report
Section 2: Tourism Itinerary Template**

November 1, 2010

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Section 1

Governor's Report

Executive Summary

Governor John Elias Baldacci organized the Blaine House Conference on Natural Resources in November 2003. All participants were challenged to find innovative ways to grow the Maine economy drawing upon the abundance of natural resources. The tourism industry had previously laid a foundation of industry research through the Tourism Commission's Natural Resource Committee and prepared to respond. The Governor facilitated a state contract with Fermata, Inc., a Texas-based nature tourism development company, to work with three pilot regions in Maine.

Downeast (Washington County), Franklin County (Western Mountains) and Piscataquis County (The Maine Highlands) were selected as the pilot regions for the initiative. Fermata studied these regions, assessed key resources, and delivered a report recommending twenty-two action steps. Each region's plans were unique and engaged product development consistent with existing "grassroots" nature tourism work already in place within each area. By design, the process of nature tourism product developed in the pilot regions would inform similar activities for the entire state. This report details the actions taken since the Fermata report was delivered in September 2005, toward reaching the Fermata goals both in the pilot regions and statewide.

The initial goals were directed at identification and development of new tourism products, specifically nature-based itineraries with power to attract experiential visitors to the rural areas of Maine. Experiential tourism is an emerging market comprised of visitors who seek participation in nature recreation, within the context of the culture and heritage of areas visited. Preference for remote and untouched locations is coupled with a desire to develop a deeper understanding of an area visited. This market includes many active outdoor pursuits, for example land-based activity including camping, hiking, biking, and skiing and water-based activities of paddling and rafting. Non-consumptive wildlife and scenic viewing are also popular.

Tourism development requires a long-term commitment that engages networks and partnerships at the local level. Financial resources must be identified and necessary infrastructure fabricated to ensure reasonable health and safety of visitors. All three pilot regions addressed the necessity of localized organizational structure to work with and oversee tourism development work. An inventory of key sites was conducted, a master list created, and sites were assessed for further infrastructural work. Directional signage was inventoried and a list of priorities was created for future action. In every region, new partnerships developed to propel the work forward. In addition, simultaneous nature tourism related projects developed in every region as the result of the statewide focus brought about by the Governor's initiative.

Regional leaders agree the Governor's Task Force has been the catalyst that helped to keep the regions focused on the ultimate goals that, at times, seemed difficult to achieve. The Task Force brought regional people together with state resource agency representatives to discuss progress, share concerns and barriers, and to offer recommendations and resources. The Maine Office of Tourism, Department of Conservation, Department of Transportation, Inland Fisheries & Wildlife, and Department of Agriculture have all been included in the oversight conversation and have lent specific expertise and recommendations to each individual locale. Various state departments have made investments in state-owned regional infrastructure based upon the local prioritization work. Thus, ongoing shared information has enabled state departments to be more efficient and effective by focusing on localized needs and, in collaboration with regional partners, to achieve goals that otherwise would not have been accomplished. In addition, the ongoing conversation around nature-based tourism development has fostered a new understanding of the importance of tourism development as a critical component of economic development.

Through the Governor's Task Force, the state of Maine and pilot regions have become partners in regional tourism development and created a new model for the development of critical regional infrastructure. Countless volunteer hours and localized effort have achieved positive results with limited resources, through passion and commitment. Piscataquis County used the Fermata recommendations to create a template for development of a nature tourism trail. The template has been shared with the other regions and is included in this report (Section 2). The template will enable any region in Maine to use the guide to assist them in developing their own nature tourism product highlighting their unique natural assets.

This regional effort, with the support of the Governor's Task Force, has helped to move tourism development in rural counties of Maine to greater heights, but the goals of the Fermata Study are not yet fully accomplished. Nature Tourism Task Force members are in agreement about the importance of an oversight body to guide efforts going forward in order not to lose the significant ground gained over the last eight years. The impact of the Governor's office elevates the effort and ensures appropriate state resources are available to the regions. Since there is Legislative history with this initiative, it is equally important to continue communications with the Maine Legislature. This long-term economic development effort must be fully supported and continued for the entire state of Maine to take full advantage of the lessons learned if Maine is to grow, maintain and expand in the very competitive tourism economy.

2010 Report on Maine’s Nature-based Tourism Initiative: An Initiative of Governor John Elias Baldacci

Introduction

Realizing rural Maine tourism’s sustainable growth potential demands bold, creative, tenacious, state, regional and local leadership and effective coordination of public, private and philanthropic initiatives. Traditionally, the state has emphasized tourism marketing. The potential game changer now is state investment in tourism destinations and products. The state’s funding capacity is limited in these tight fiscal times, but the stakes are high for rural Maine. Backing tourism and other promising growth sectors is crucial for revitalizing regions whose “mature” manufacturing and natural resource–based industries no longer sustain rural employment and thriving communities (Vail, 2010, p. 1-2).

Maine tourism officials, Tourism Commission members, economic developers and community development specialists have long recognized there is far more Maine could be doing to utilize the tremendous natural resource assets to attract increased income and employment to our state, particularly to our more natural, remote, rural areas. This realization accompanies the keen awareness that such an effort requires a long-term commitment to serious preparation and development work before many assets can be marketed for visitation. Equally important, thoughtful careful preliminary assessment work will insure development is balanced with conservation, sound management techniques, and protection to insure sensitive areas and Maine citizenry do not suffer degradation in the quest for more equitable statewide economic development.

History and Background

Governor John Elias Baldacci organized the Blaine House Conference on Natural Resources in November 2003 with over 700 participants. At the conference, business leaders were challenged to think innovatively about new ways to utilize the plentiful natural resources of Maine as a basis for renewed economic growth in Maine.

The tourism industry had previously laid a foundation of industry research through the Tourism Commission's Natural Resource Committee (NRC) and prepared to respond to the Blaine House Conference challenge. Foundational research was rooted in response to the 2002 Maine Tourism Commission mandate to recommend actions for nature-based tourism in Maine. The NRC was requested to examine major resource issues related to tourism, identify state departmental opportunities, foster communication among state agencies, and examine potential policy issues. The task proved to be vastly more complex than originally envisioned. However, an impressive body of work formed the foundation for initial policy development, program restructuring and public understanding, including the current pilot region accomplishments (Rowe, 2008).

The committee undertook the initial task of gathering input from a broad array of sources. An interview guide was designed and adopted as the basis for recorded interviews of over 40 tourism industry leaders, chosen from a field of more than 80. Businesses of interest included non-governmental and non-profit organizations along with government agencies closely tied to the tourism industry. The interview guide was also used for 12 public forums held across Maine, strategically located to limit travel distance for attendees to less than 40 miles. Over 150 attendees participated as the result of media and trade association publicity. The information gathered formed a clear picture of the state of resource based tourism in 2003 and provided a vast store of ideas and recommendations for improvements (Rowe, 2008).

A significant part of the early discussion surrounded the need and necessity for new tourism product development prior to engaging in significant marketing efforts for rural regions. The focus of the Office of Tourism has legitimately been in response to its official marketing mandate. Product development is a long-term, labor intensive and expensive effort. The rich natural, historic and cultural resource base available in many rural regions has not had sufficient analysis, attention and guidance to develop tourism to full potential. The NRC worked hard to differentiate the full scope of tourism product development versus the highly visible task of marketing existing tourism products. The group became fully aware that tourism *product* development was ultimately the heart of economic development.

A database of existing resources, programs and research was compiled to help avoid overlap or duplication while attempting to identify critical areas for further research. The resource

materials, combined with the results of the interviews and forums, offered the Commission solid direction for developing meaningful recommendations. A document released by the NRC in August 2005, *Guiding Principles for Experiential Tourism Development in Maine*, offered basic policy recommendations compiled from the “grassroots” research (Appendix A)

Experiential tourism is an emerging market comprised of visitors who seek participation in nature recreation, within the context of the culture and heritage of areas visited. Preference for remote and untouched locations is coupled with a desire to develop a deeper understanding of an area visited. This market includes many active outdoor pursuits, for example land-based activity including camping, hiking, biking, and skiing and water-based activities of paddling and rafting. Non-consumptive wildlife and scenic viewing are also popular. These visitors are looking for authentic experiences while learning new things about the world around them. While the reasons for travel may differ, “Experiential tourists are bound together by the shared goal of engaging in activities from which they can develop a deeper understanding of a region, its unique attributes, and its local history and culture” (Fermata, 2005, p. 4).

According to US Travel Association research (2002), 48% of US travelers want to visit an area that is “remote and untouched”, 58% wish to study an area’s culture, while another 76% want to go to a place never visited before. The experiential market covers a broad spectrum of market niches, “many of which are among those most rapidly expanding . . . For example, wildlife-associated recreation . . . now involves millions of Americans in . . . a variety of non-consumptive activities” (Fermata, 2005).

The NRC saw a significant opportunity for Maine in this emerging market and embraced the following definition of experiential tourism in the *Guiding Principles* document (Rowe, 2005):

Experiential tourism includes activities that draw people outdoors such as hunting, fishing, birding, and other wildlife viewing, hiking, camping, learning about history of a region, and nature photography, in addition to other cultural, historical, or nature-based activities (p. 2),

Following are the key principles identified in the *Guiding Principles* document in order to, “guide tourism development at the state, regional and local level concerning the opportunities and challenges that come with experiential tourism” (p. 2).

1. **State:**
 - a. Support in terms of incentives and assistance, is required for rural job creation, diversity and economic development.
 - b. Efforts to engender and maintain a regulatory environment that both supports carefully planned development and ensure comprehensive protection of the myriad natural and cultural heritage resources will support experiential tourism activities (p. 2-3).

2. **Statewide Strategic Planning:**
 - a. Community leaders must commit to a realistic assessment of assets including: niche markets, organizational and individual leadership capacity, financial resources available for the development of effective tourism destinations, and the complexity and inter-relatedness of nearby tourism systems.
 - b. The state should lead an effort to form a statewide strategic plan for nature-based tourism development. Marketing alone has been shown to be ineffective without simultaneous, comprehensive development work (p. 2).
3. **Maine Office of Tourism:**
 - a. Include in-state marketing and tourism development planning under MOT's guidance.
 - b. Facilitate a multi-stakeholder discussion on developing a voluntary ecotourism certification program (Ecotourism Quality Labeling).
 - c. Proactive work with DECD and other state, regional and local entities to promote tourism product development: support, link and market an array of destinations that will attract experiential tourism consumers (p. 4-5).
4. **Partnerships and Networks:**
 - a. Cross-sector cooperation and coordinated strategic planning requires networking, organizational infrastructure, state resource coordination, state-regional collaboration, and identifying best practices for state lands shared and showcased.
 - b. Identify public and private financial support at all levels: local, regional and state.
 - c. Maintain public and private access opportunities that respect unique traditions, flexibility and creativity (p. 5-7).
5. The state should constantly explore all paths to retain public access to large-scale landscapes and educate the public regarding the privilege of private land use (p. 7).
6. Develop an understanding of carrying capacity by researching prime tourism host communities and ecosystems under potential stress (p. 7-8).
7. Insure a high quality visitor experience through education, business outreach and frontline worker training at every level by engaging policy makers and the general public.

At the initial hearing on proposed legislation LD 946, *Resolve to Establish the Commission to Promote Jobs and Economic Development through Ecotourism* (May 2003), it became clear the NRC was already addressing many of the objectives outlined by the proposed bill. The NRC was charged to continue its work and to report back to the Business, Research and Development Committee (BRED) of the Legislature in a year. A sub-committee of the NRC issued a report on *Watchable Wildlife* in March 2004 (Appendices B and C).

Two recommendations accompanied the report made to the BRED committee: 1) Maine should hire a consultant with experience in watchable wildlife and nature-based tourism to assist in

“visioning” for nature-based tourism, and 2) Maine should establish geographically and seasonally dispersed “pilot regions” where nature tourism projects could build from existing efforts. Local government interests could lead the evolving process with oversight and support from the Maine Office of Tourism (MOT), the Department of Economic and Community Development (DECD), the Department of Inland Fisheries and Wildlife (IF&W), Department of Transportation (DOT), and the Department of Conservation (DOC).

It is important to note while all of this comprehensive work was being done at the state level, several regions were also moving ahead with organizing, visioning, and regional planning in the area of resource utilization for tourism related purposes.

Fermata: Purpose, Process, Synopsis

Fermata, Inc., a Texas-based nature-tourism development company, was identified as a leader in tourism product development, particularly in the area of birding and wildlife trails. State-level projects were conducted by Fermata in Texas, Virginia, Louisiana, Oklahoma, Wisconsin, Alabama and Connecticut (Rowe, 2008). Early in 2004, Ted Eubanks, CEO of Fermata, Inc. came to Maine at the invitation of the DECD Office of Tourism and presented to the NRC, the Tourism Commission, and key natural resource agency staff members. During the visit, a meeting with was arranged with Governor Baldacci that led to an invitation for a second presentation by Ted Eubanks and Mary Jeanne Packer, also from Fermata, Inc. A state contract was established with Fermata in 2004 to assess and make action recommendations regarding three rural “pilot regions” in Maine, with the understanding those regions would share results with the other tourism regions of Maine in order that the nature-based tourism initiatives could ultimately be implemented statewide.

The NRC of the Tourism Commission previously identified and adopted (July 13, 2004) critical readiness factors helped to determine which areas of Maine were prime locations for consideration as pilot regions. Adopted by the NRC, the following qualities of a community were considered essential:

1. Commitment and “buy-in” to tourism development to insure follow through on recommendations resulting from the Fermata study,
2. Capacity for and determination to pursue marketing of tourism products,
3. Qualified local leadership in place to move individual projects forward,
4. Tourism organizational capacity exists to continue work on product development and community consensus building,
5. Rich natural resource product potential, but limited on capacity to develop products around the resource,
6. Low income, less developed geographic regions should be given priority,
7. Demonstrated interest and willingness to seek partnerships with relevant state-conservation and planning officials to plan for resource protection and sustainability, and
8. Regional location with demonstrated commitment to a planned and balanced approach to tourism development with goals and objectives toward that end.

Highly desirable potential for success would include evidence of solid foundational work in place, such as, prior inventory assessment, marketing studies, market research, local governments and widespread regional support, and previous efforts to develop new tourism products and markets. Without foundation work in place, a region would be required to initiate

basic research for sustainable tourism development work before proceeding. Evidence these critical factors have been considered or met, while not a guarantee, goes a long way toward creating confidence a pilot region will reach the established goals.

The Fermata, Inc. Report

A Strategic Plan for Implementing the Maine Nature Tourism Initiative:

After a year of meetings, site visits, and planning within the three pilot regions, the final Fermata report was released September 11, 2005, to the Governor, state departmental officials, and members of the tourism business community. The stated goals of the project were to:

1. Demonstrate how nature-based tourism development could be planned and implemented across the entire state.
2. Establish the Maine Nature Tourism Initiative as one of the administration's key strategies for rural economic development through job creation and tax revenue generation.
3. Provide a framework of support to complement local and regional experiential tourism development efforts.
4. Furnish Maine visitors with accurate and comprehensive information on opportunities to experience the state's unique natural, historical, and cultural resources (p. 2).

Envisioned in the Fermata plan (2005), Maine communities, in partnership with local tourism related agencies and other stakeholders, would be empowered to blend elements of heritage, culture and natural resources into innovative, creative, development of new tourism experiences or "products." These products would have the power to entice "experiential tourism" markets and introduce new dollars into the economy of Maine's rural regions (p. 2).

Fermata's Twelve-Step Strategy for Itinerary Development:

Fermata's twelve steps include:

1. Identify and define a zone of influence,
2. Identify the resources,
3. Identify the products and services that reflect natural resources and local culture,
4. Shape travel itineraries within the region using trails,
5. Develop marketing strategies to move specific markets to destinations,
6. Use trails as a marketing platform for guided tours of destinations and services,
7. Study regional messages questioning if correct messages are being delivered to visitors,
8. Form a strategy to enhance and develop a broader array of destinations,
9. Form a strategy to enhance the development of guided services,
10. Use an experiential trail to build brand identity,

11. Use brand to expand products and services beyond the region, and
12. Use the expanded amenity base to attract businesses and jobs (Eubanks, 2004).

Three pilot regions were established to initiate opportunities for nature-based tourism in specific geographic locales in Maine. The implementation recommendations were focused on the entire state with the understanding that the pilot projects would create models for implementation in other regions throughout the state.

The Fermata report listed an initial assessment of natural resource assets for itinerary inclusion based on recommendations by each pilot area. An assessment of regional capacity to accomplish the report's proposed tasks was also included. Fermata recommended a thematic framework for itinerary development inclusive of the three pilot regions with possible relevance to the state as a whole.

Finally, Fermata made a practical list of action steps to be taken to move the Nature Tourism Initiative forward statewide, as well as within each pilot region. Fermata's recommended action steps were:

Administration & Coordination

1. Establish a Governor's Task Force for implementing the Maine Nature Tourism Initiative.

Inventory & Assessment

2. Complete assessments of nature-based and related historical and cultural resources in non-pilot regions of the state.

Itineraries

3. Develop an itinerary in the Maine Highlands Region to connect recommended priority sites.
4. Support efforts of the Maine Mountains Heritage Network and Maine Scenic Byways for itinerary development in the Western Maine Region.
5. Write, design, and print a guidebook and map for the Greenville itinerary as a template for other guidebooks.
6. Develop marketing and educational materials, and a map, that show in one place the location and connection of numerous itineraries currently existing in the Downeast Region.
7. Write, design and print a guidebook and map for the Western Mountain Region itinerary.
8. Develop supplementary itinerary interpretation and guides and place all guides on a searchable on-line database with clickable image maps, audio downloads, plant identifications guides, etc. accessible on the Maine tourism website.

Highway Signage to Support Itineraries

9. Design, fabricate, and install uniform highway directional signs for the Downeast Region, Greenville, and Western Maine Mountains Region itineraries.
10. Design, fabricate and install uniform highway wayfinding signs for sites along itineraries without site identification signage.

Interpretation & Infrastructure Development to Support Itineraries & the Maine Woods Experience

11. Write, design, fabricate and install uniform highway interpretive signs for sites along itineraries without interpretive signage. Interpretive signage should tie together the overall thematic framework as recommended by Fermata.
12. Support efforts to create a network of interpretive visitor centers, in the three pilot regions, and also on interstate and major highways of Maine. These interpretive centers would function as a seamless system for visitor information and education delivery.
13. Build a multi-faceted interpretive visitor center near Greenville to serve as a gateway to *The Maine Woods Experience*.
14. Design and construct highway-based enhancements along itinerary routes based on Fermata's recommendations. Include road paving, roadway widening for biking, new pull-outs at observation areas, parking area development or expansion, observation area viewing platforms, trail construction and other amenities as needed.

Integrated Marketing Communications for the Maine Woods Experience

15. Devise and begin implementation of an integrated, multi-agency/multi-partner marketing communications campaign to raise awareness of The Maine Woods Experience. Use thematic messages that highlight Acadia National Park, the terminus of Appalachian Trail and Baxter State Park as world class attractors. Utilize Henry David Thoreau's *The Maine Woods* messages and connections. Market Native American products and experience opportunities.
16. Devise and begin implementation of coordinated public relations efforts. Focus on travel writers and editors, develop a photo library, and form partnerships with authentic Maine-based businesses associated with nature tourism such as LL Bean and Tom's of Maine.
17. Coordinate efforts and share information among everyone involved in *The Maine Nature Tourism Initiative* and Maine's natural resource-based industries. Convene roundtable events to coordinate efforts. Include state agencies, tribal governments, The Maine Sporting Camp Association, The Maine Professional Guides Association, and other appropriate stakeholders with tourism and natural resource interests. Develop one or more demonstration projects to reach key experiential markets through advertising and public relations.

Visitor Support Services Assistance

18. Provide technical assistance and incentives to owners of new or existing authentic Maine lodging properties to facilitate access to new markets and make capital improvements to attract a more upscale clientele.
19. Support efforts of The Maine Professional Guides Association and others by designing and offering training and technical assistance to develop and promote customized trips in the Maine Woods. Promote expanded partnerships and packaging, training on itinerary development and messages, and marketing to experiential tourists.
20. Develop and provide hospitality training for frontline service-related personnel to help insure consistent communication of the themes and values of the Maine Woods to visitors.

Local Economic Development Assistance

21. Brand and market high quality, authentic natural resource-based products and services that are often less visible.

Additional Studies

22. Complete additional studies and develop appropriate strategies in the following areas:
 - National heritage feasibility studies designating heritage landscapes in Maine Woods,
 - Compensation or benefits for private landowners for use of private land for public outdoor recreation,
 - Carrying capacity of resources and communities for increased visitation, and
 - Possibility and feasibility of certification of nature tourism operators and businesses.

Governor's Task Force Work and Achievements

The Governor's Task Force, formed in September 2005, provided a coordinating, oversight body with the support and influence of the Governor's Office, lending credibility to the Nature Tourism Initiative and access to the considerable resources and expertise of state government. This body has proved to be invaluable by providing a way to maintain momentum while facilitating communications, networking, and a forum for sharing successes, challenges and resolving difficult questions in an open, non-judgmental environment.

The Task Force held regions accountable to the larger cause. Participants were subtly reminded, simply by attendance at the meetings, that projects were intended to ultimately offer guidance to all regions in a statewide effort. Without the Task Force reporting in place, it would have been very easy to lose focus, both locally and on the larger scale.

Key Task Force Successes and Responses to Fermata's Recommended Actions

There have been many actions taken over the last five years in direct response to Fermata recommendations. Actions accomplished at the Task Force level are listed below in response to specific Action Recommendations. Noteworthy progress has been made and important lessons have been learned by utilizing the specific pilot regions as test cases. Actions accomplished on the regional level impacting Fermata's recommendations are listed with a regional notation, unless there were broader state responses.

Administration & Coordination

Response to Action 1: Formation of the Governor's Task Force

- The Governor's Nature-based Tourism Task Force was established by the Governor's Office and announced on September, 2005, with the roll-out of the final Fermata report. The first meeting was held in October 2005.
- Washington County (Downeast), Franklin County (Western Mountains) and Piscataquis County (The Maine Highlands) were selected as the pilot regions for the initiative using previously established criteria (Appendix E). The public announcement was made September 2005 (Section 3 A, B, and C: Pilot region reports).
- Official representatives were appointed from each region to serve on the Governor's Task Force.

Inventory & Assessment

Response to Action 2: Statewide nature asset assessments

- Nature-based site assessment tools were adopted as state policy for statewide consistency. This allowed regional independence to be blended into a cohesive whole as itineraries were developed.
- Maine Department of Transportation (DOT) plans to hold a training session in 2011 for Scenic Byway organizations to integrate assessments into corridor management plans using the template developed by Fermata and refined by Piscataquis County for ongoing assessment work. Cooperating state agency staff and regional people will be invited. This training will insure consistency in the use of assessment tools statewide (Section 2: Template).
- Based upon the work of the pilot regions, the state is now positioned to help regional tourism organizations move forward in a unified, cohesive manner.

Itineraries

- Cross-regional partnerships facilitated information sharing related to tasks accomplished in each pilot region. Independent work plans based on the decisions of a regional working group produced unique approaches for each pilot region. The cross-regional exchange of information and ideas allowed state agency staff and business people to offer recommendations and assistance so all parties benefited from shared knowledge.
- The Task Force accountability oversight helped the pilot regions focus, unveil opportunities, and facilitate forward momentum.

Response to Action 3: Itinerary for the **Maine Highland Region (Piscataquis)**

- Map and specific site information for *The Great Maine Woods and Water Tour* is available by clicking the chickadee at www.themainehighlands.com. The step by step template developed by Piscataquis County in the Maine Highlands Region for site assessment, signage inventory and planning, and itinerary development is available for any region interested (Section 2: Template).
- Two new Maine Scenic Byways have been designated Seboomook Scenic Byway, Route 15, connects Greenville to Jackman in the Moosehead Lake region, and 2) Grindstone Scenic Byway, Routes 11 and 157, from the southern Baxter State Park boundary near Togue Pond to Medway, Sherman, Patten and Mt. Chase to the northern Baxter State Park boundary at Mattagamon. Corridor Management Plans will be developed in FY 2011.

Response to Action 4: Itinerary development in the **Western Mountain Region**

- Androscoggin Valley Council of Governments (AVCOG) performed initial assessments and has reformed as the Franklin County Tourism Network. They released an updated map and guide of the Franklin Heritage Loop in October 2010 as a new promotional piece to entice tourists to experience the Franklin County region.

- Updated Corridor Management Plans are being developed for FY 2011 for Grafton Notch Scenic Byway (Route 26, Oxford), State Route 27 Byway (Carrabassett River Valley, Franklin), Rangeley Lakes National Scenic Byway (Routes 4 and 17, Franklin), and the Old Canada National Scenic Byway (Route 201, Somerset).
- An independent effort by the Maine Trail Finder (www.mainetrailfinder.com) offers a free online resource serving both visitors and residents in finding “people-powered” trails in Franklin County. Users search a growing database of non-motorized, four-season trails to find the right trail for their next adventure. They can browse interactive trail maps, trail descriptions, pictures, and trip reports.

Response to Action 5: Template guidebook and map for **Piscataquis County**

- A style guide for printed materials was adopted by the MOT (Appendix F). The new style guide/template was used for the Maine Birding Trail brochure as a prototype for other guides to follow while itineraries are still in development. The template, also used for DOC’s 75th Anniversary *State Park Passport*, is ready for regional use.
- The *Piscataquis County Cultural and Recreational Map* was developed through a partnership of Piscataquis County Economic Development Council, Appalachian Mountain Club, and University of Maine Cooperative Extension.
- *The Great Maine Woods and Waters Tour* map, site descriptions and link (Action 3: www.themainehighlands.com).
- Piscataquis Tourism Development Authority is working on a 2011 map and guide for Piscataquis County using established style protocols.
- DOT contracted with Eastern Maine Development Corporation to prepare a corridor management plan for Seboomook Scenic Byway in FY 2011 on Routes 6 and 15 connecting Jackman to Greenville in the Moosehead Lake Region. Expansion of the byway from Greenville to Kokadjo is being explored.

Response to Action 6: Marketing materials and map connecting existing **Downeast** itineraries

- The newly completed *Discover Downeast & Acadia* map includes GIS coordinates for all sites laying the groundwork for inclusion on a website.
- Downeast utilized an intern to create five sample itineraries.
- Informal assessments were accomplished by members of Downeast’s RC&D’s Vacationland Resources Committee, an advisory organization for nature tourism initiatives. Formal assessments were completed through a MOT contract with Sunrise County Economic Council.
- Maine Trail Finder will add Washington County trails to an online database in the next phase of development (Action 8).
- Maine DOT has provided funding to the Washington County Council of Governments WCCoG) for an assessment of the intrinsic qualities of the coastal highways from Cherryfield to Calais as a prelude to having select routes designated as the Bold Coast Scenic Byway.

Response to Action 7: Guidebook and map for **Western Mountain Region**

- Franklin County Tourism Network produced a map and guide of the Franklin Heritage Loop (Action 4).

Response to Action 8: Itineraries, supplemental interpretation and guide materials, searchable database

- The Maine Birding Trail brochure was published in 2009 using the new style guide to serve as a template for other similar guides. Over 90,000 copies were distributed and reprinted within the first year (Appendix F). *Maine Birding Trail: The Official Guide to More Than 260 Accessible Birding Sites* is now in print.
- The style guide template was used for the DOC's 75th Anniversary *Maine State Park Passport* (Appendix F).
- Maine DOT has applied for a marketing grant for Scenic Byways statewide. If funded, Maine DOT will integrate the Scenic Byways marketing effort into MOT media efforts.
- All regional sites and businesses may list packages on MOT's searchable website (www.visitmaine.com) and on regional tourism websites.
- An independent effort by the Villages of Piscataquis County has produced a downloadable brochure and audio tour (MP3 player or CD format) from their website (www.villagestour.org) and linked with the chamber of commerce website.
- *A Waterfall Guide to Southern Piscataquis County*, CD-ROM and guide, was created by entrepreneur E. Stumpfel and made available through the Piscataquis Chamber of Commerce.
- Maine Trail Finder (www.mainetrailfinder.com) provides a free online resource for both visitors and residents (Action 4). Interactive trail maps, trail descriptions, pictures, and trip reports are provided. Washington County trails will be added to the database in the next phase of development (Action 6).

Highway Signs to Support Itineraries

Response to Action 9: Design and develop uniform highway directional signs for itinerary sites.

- Chickadee logo adopted as the statewide nature tourism icon September 2007 (Appendix G).
- Maine DOT and MOT developed protocols for use of the chickadee logo (Appendix H).
- The Piscataquis pilot region was the first to erect and unveil chickadee signs in a press conference in June 2008. In subsequent press conferences, nine interpretive signs on an itinerary of fourteen sites were unveiled.
- Downeast state parks are chickadee signed and directional signs are currently being developed.
- Scenic Byway signage is being reviewed to assure byway routes are clearly defined. Interpretive signs are planned for all newly designated Scenic Byways.

Response to Action 10: Wayfinding signs for itineraries without site identification

- Wayfinding signage has been erected for previously unsigned areas: Mt. Kineo, Appalachian Trail Route 15 north of Monson, Big Moose Mountain Trailhead, Borestone Mountain Sanctuary, Guilford River Walk, Pleasant River Walk, Gulf Hagas, and the view of Mt. Katahdin on Route 11.

Interpretive & Infrastructural Development to Support Itineraries & the Maine Woods Experience

In each pilot region and statewide larger initiatives are having an impact on interpretive and infrastructural development, itineraries, and the Maine Woods Experience. Although these initiatives were not necessarily tied to pilot region efforts, it is important to include them because they create context that will ultimately connect with other pilot projects.

- **Keeping Maine's Forest (KMF) and Keeping Maine's Forest Economy (KMFE):** In 2007, the KMF committee comprised of an unusually wide variety of groups, institutions and businesses passionate about the future of Maine's forests formed and began two years of regular meetings and sustained discussions. The October 2009 report from the KMF committee concluded there existed an unusual and timely opportunity for a bold, landscape-scale conservation effort to maintain a stable or increasing flow of wood fiber, protect key natural resources, maintain air and water quality, preserve key wildlife habitat, provide abundant recreational opportunities, and sustain local economies. The KMFE Committee met in 2010 and released a report of recommendations in conjunction with KMF's report. One recommendation was an increase in the USDA allocation to Rural Business Enterprise and Rural Business Opportunity Grant funding programs (RBEG and RBOG) which have been very supportive of nature-based tourism-related efforts. The work of both committees serve as a backdrop and sets the stage for future discussions regarding the *Maine Woods*
- **Downeast Lakes Land Trust** has advanced a bold vision to protect the region's fisheries, wildlife and economy with a strong reliance on guides, sporting camp owners and employees, and forestry industry workers. The Land Trust has protected 350,000 acres and helped to create an international landscape of nearly 1.4 million acres of conservation lands stretching from Maine into New Brunswick. Most of the land is managed for sustainable forestry, wildlife habitat and public recreation with a central focus on the preservation of the area's heritage and culture – the essence of the *Maine Woods Experience*.
- **Maine Huts and Trails Initiative's** ultimate vision is to complete 180 miles of trail connecting 12 huts from the New Hampshire border to Moosehead Lake for year round, "people powered" recreation, including hiking, groomed cross country skiing, snow-shoeing, canoeing, kayaking, and biking. The completion of phase one of this initiative includes thirty miles of trails and three huts: one on Poplar Stream near Carrabassett

Valley, the second on Flagstaff Lake, and the third hut near Grand Falls on the Dead River near The Forks (www.mainehuts.org).

- **100-Mile Wilderness Region** identifies a section of the Appalachian Trail that does not cross any paved road for 100 miles. The Appalachian Mountain Club (AMC) strives to conserve 70,000 acres of forest land, develop enhanced trails for outdoor recreation, and preserve traditional sporting camps to facilitate an extended back-country experience through the AMC Maine Woods Initiative.

Response to Action 11: Themed interpretive signs for uninterpreted sites

- A standard interpretive panel design was adopted following Scenic Byways guidelines at a joint meeting with transportation, tourism and regional representatives in November 2006. New interpretive signage has been installed on many of Maine's state and national byways.
- A joint tourism/transportation signage policy was drafted and adopted to create a systematic process for new tourism signage requests in 2009 (Appendix H).
- Work is ongoing in all regions until completed.

Response to Action 11: (Regional - Piscataquis)

- Interpretive signs have been installed at nine areas not previously interpreted: Mt. Kineo, Big Moose Mountain Trailhead, Moosehead Marine Museum, Lily Bay State Park, Appalachian Trailhead, Peaks Kenny State Park, Gulf Hagas, Katahdin Iron Works, and the view of Mt. Katahdin on Route 11.
- All new sites tied to the theme "Rich natural resources forged this region's heritage and its self-reliant people" from "Living on the Edge" recommended by Fermata with "Innovative by Nature," "State of Connectedness," and "Maine in the World" as sub-themes.

Response to Action 12: Create Network of interpretive visitors' centers in pilot regions

- Downeast Heritage Museum in Calais, near the Canada border crossing has been closed in its original format. The visitor information center continues to operate. Maine Indian Education purchased the facility and is researching new uses.
- National Park Service Saint Croix Island International Historic Site opened a new ranger station for visitor education and park administration includes an information desk, sales area, educational exhibits, staff and public restrooms, water fountain, offices, staff break room, library, meeting space, storage and mechanical rooms, as well as expanding parking for vehicles and busses (www.nps.gov/sacr).
- Old Canada Road National Scenic Byway worked with University of Maine School of Forest Resources to conduct an onsite visitor survey to measure interest in an interpretive center and desirable attributes (2006). Robbins Hill rest area site has been established at the site chosen for the interpretive center and funding obtained for interpretive signage along a walking trail to be complete in 2011. No funding source has been identified for the center.

- Groundwork has begun for a Maine DOT funded intermodal facility and visitors' center in Trenton, gateway to Acadia National Park. Ellsworth is exploring a visitor's center that can guide visitors to the entire Downeast-Acadia region. No funding source has been identified for either facility.
- Multiple small chamber of commerce visitor centers exist throughout all three pilot regions, but do not currently serve the interpretive role as intended by Fermata recommendations.
- Response to Action 13 below, NREC.

Response to Action 13: Interpretive visitor center near Greenville

- Natural Resource Education Center (NREC) in Greenville has obtained land at the DOT turn-out at the entrance to the Maine Woods region on Route 15 and a federal grant obtained to construct an interpretive visitor's center scheduled to open in spring 2011.
- Sessions in Greenville, Brownville and Dover-Foxcroft trained frontline staff in customer service skills and new nature itineraries (Action 20).

Response to Action 14: Highway enhancements along itinerary routes

- Maine DOT has made significant road improvements in Piscataquis County along the Route 6 and 15 nature itinerary corridor. No requests have been made by Piscataquis Tourism Development Authority to install scenic turn-outs, viewing areas/platforms, or bike lanes.
- WCCoG and Hancock County Planning Commission conducted a study entitled *Downeast Coastal Scenic Inventory of Hancock and Washington Counties* in summer 2010. Funding was provided by the Maine State Planning Office.
- WCCoG conducted an analysis of feasible locations for scenic turn-outs, passing lanes, high traffic turn-out lanes along Route 1 from Steuben to Calais.
- Many enhancements have been completed through the Scenic Byways program funding and Transportation Enhancement Program. A good example of this is an overlook reconstruction project at the Height of Land on the Rangeley Lakes National Scenic Byway will create a new visitor turnout and pedestrian area overlooking Mooselookmeguntic Lake when completed in 2011-12. One of its key purposes in the federal authorization is, "to facilitate the creation of the traveler itineraries recommended by Fermata. Inc., and to boost tourism revenue and related employment opportunities" (Snowe, 2009).
- Downeast Sunrise Trail, a multi-use recreational trail funded by Maine DOT, was completed and opened in fall 2010.
- Statewide recommendations have been difficult to implement due to limited funding for enhancements. Ongoing work depends upon statewide priorities and selection processes.
- Maine DOT and MOT developed protocols for use of the chickadee logo.
- Downeast has inventoried highway signage leading to and within the region.

Response to Action 15: Multi-partner marketing communications campaign to raise awareness of the Maine Woods Experience

- The Native American Community held the first annual Tribes of the Dawnland Festival to showcase heritage, customs and art in August 2010.
- The Schoodic Sculpture Festival draws artists from around the world every two years to gain inspiration from the natural environment of the Schoodic Peninsula.
- Vacation Resources Committee publishes and distributes a quarterly newsletter to over 1200 people interested in nature-based, experiential tourism.
- MOT recommended marketing and branding campaigns phased in over three years. The first year goal is a targeted publication for distribution to appropriate markets.
- All regions attended trade shows for marketing coordinated through MOT in 2010.

Response to Action 16: Coordinated public relations efforts focused on the Maine Woods Experience for travel writers and editors

- The Maine Highlands photo library was updated for marketing purposes through Maine Tourism Marketing Partnership Grant Program (MTMPP).
- Downeast-Acadia photo library and film footage is planned for 2010 using MTMPP funding.
- All regions participate in promoting new tourism products through Nancy Marshall Communications, contractor for MOT public relations efforts.
- Focus on travel writers and editors have been ongoing since fall 2005 through MOT public relations contractor, Nancy Marshall Communications.
- Birding Trail Guide is distributed in MOT public relations packets.

Response to Action 17: Coordinated efforts across *The Maine Nature Tourism Initiative*

- Action regarding the marketing roundtable should be coordinated with the reformed Governor's Task Force on Nature Tourism in 2011 and accomplished as a two year project. Year one: convene the roundtable with all appropriate players and hold quarterly meetings to complete planning for a demonstration project. Year two: Begin, implement and monitor the demonstration project.
- MOT has coordinated many marketing efforts through the tourism sub-cabinet created by MOT Director. Far more coordination and efficiency exists now than ever before across state agencies with regard to nature-based tourism marketing efforts.

Visitor Support Services Assistance

Response to Action 18: Support for capital improvements in authentic Maine lodging for upscale markets

- In response to initial Fermata recommendations, the Eastern Maine Development Corporation accomplished a survey of Maine Sporting Camp owners in June 2005 regarding openness to capital upgrades for the purpose of attracting new markets (Appendix I).

- Workforce training for quality service by Maine Woods Tourism Training Initiative (MWTTI) begun in 2010 (Action 20).
- AMC will open the recently renovated 1867 Chairback Sporting Camp in January 2011 as the Gorman Chairback Lodge and Cabins as part of the AMC Maine Woods Initiative. The renovated “green” facility located in the 100-mile Wilderness will offer a year round destination connected by trails to three other facilities: West Branch Pond, Medawisla, and Little Lyford Sporting Camps.

Response to Action 19: Support development of customized trips, packaging and marketing in the Maine Woods

- **Rural Destination Tourism - Maine Woods Discovery**
A regional prototype including large and small scale businesses and service providers has teamed up to offer high quality opportunities to experience the region’s natural destinations, authentic cultural traditions, and distinctive local products (www.mainewoodsdiscovery.com).
- **The Maine Highlands and Western Mountains** tourism regions both held multiple packaging seminars with Joe Venuto, “The Opportunity Guy,” to help all business owners understand the confusing details of packaging. As a result, some business owners have developed unique packages by partnering with other businesses within a region.
- **AMC**, both solely and in partnership with another business, has developed several Maine Woods guided, experiential packages and community outreach programs as well as their own in-house frontline training program.
- **Downeast** sponsored training for a certified interpretive trainer who is now training others in natural and cultural history interpretation through Washington County Community College.
- **VRC** sponsored training for four participants in packaging opportunities and developed interest in hiring a packaging specialist to work with the region in 2011.

Response to Action 20: Development of frontline training programs

- Piscataquis County held training in spring 2008 in three communities for frontline staff in customer service, new themed itinerary, waterfalls, and the *Villages of Piscataquis* tour.
- The Maine Woods Consortium received grant funding from USDA to develop sustainable hospitality, destination and marketing training for Franklin, Piscataquis, and Washington Counties under the MWTTI label. A second year of funding will add Aroostook, Oxford and Penobscot counties to the Initiative (Appendix J).

Local Economic Development Assistance

Response to Action 21: Branding and marketing of authentic Maine products

- Packages developed in all pilot regions have included high quality, resource-based Maine products.
- New Gardiner information Center for Maine Craft focuses on rare, indigenous Maine products. The Center opened in November 2008 at the juncture of Interstate 295 and 95

with the assistance and support of MOT. The Maine Tourism Association operates the visitor information center portion of the facility.

- The chickadee logo and publication style guide have been adopted by *The Maine Nature Tourism Initiative* and are being used for early branding efforts. Much more discussion, research, and work is needed in the area of branding.
- Downeast has branded itself, highlighting nature, and connected local Maine artisans to the public via the DART website. Blue Hill Peninsula potters hold an event every year and the Grand Lake Stream Folk Art Festival features local artists in a beautiful unspoiled setting.

Additional Studies

Since its inception (1987), the Land for Maine's Future (LMF) Program has depended on willing partnerships with Maine's landowners. The program's key goal has been to ensure public recreational access to Maine's great outdoors. Using conservation easements, LMF has been successful in achieving this goal on hundreds of thousands of acres in Maine's working forest while these lands remain productive, privately managed contributors to the forest products industry. Easements provide landowners with financial compensation without which they would be forced to seek other channels of financial return including development, timber liquidation and recreational leasing. LMF's conservation easements have been an invaluable tool for maintaining the centuries-old relationship between private landowners and Maine's sportsmen and women seeking all forms of outdoor recreation.

Response to Action 22: National Heritage area, landowner compensation, carrying capacity and certification of nature tourism operators

- **Maine Mountain National Heritage Area** was the focus of a highly publicized forum conducted in Farmington by the Maine Mountain Heritage Network in May 2006. Over 100 stakeholders attended from all regions. The result of a straw poll taken at the conclusion of the rally demonstrated that Maine private landowners, and to a large degree business owners, were not in favor of pursuing the creation of a National Heritage Area in the Maine Mountains at that time.
- **Landowner compensation and partnership:** The recent *Keeping Maine's Forest* and *Keeping Maine's Forest Economy* discussions are touching landowner compensation issues. Discussions engage a partnership of landowners, conservation, business and tourism interests working to find common ground and solutions for long-term challenges of the working Maine forest.
- **Certification Research:** David Vail, Director of the Maine Center for Economic Policy's *Spreading Prosperity to All of Maine* project and professor of economics and environmental studies at Bowdoin College, has studied various aspects of tourism and tourism development with a focus of tourism as a key economic driver to ensure a livable wage and prosperity to rural Mainers. Dr. Vail's research on certification and branding,

summarized in, *An Ecotourism Brand for Rural Maine – The Time is Right* (2009) proposes using Sweden's *Nature's Best* quality label as a beginning point for designing accreditation criteria and process for Maine businesses. Vail advocates quality labeling/branding as a means to energize economic potential in rural Maine while simultaneously insuring a quality product.

- **Education Summit:**

In April 2007 the University of Maine System Center for Tourism Research and Outreach (CentTRO) convened a meeting of faculty from University of Maine and Community College campuses across the state involved in programs related to tourism and recreation to explore ways in which higher education in Maine can improve education for the tourism and recreation workforce in Maine.

- **Workforce Development:**

A half-day conference on workforce development in Maine's tourism industry was held in May 2009 by CentTRO. The keynote speaker was Kenneth Bartlett, a nationally recognized expert on workforce development and training.

State Agency Support and Alignment

All departments in state government are very lean with regard to financial and human resources in these challenging economic times. The task force and the process surrounding implementation of the Fermata goals have enabled improved and enhanced information sharing to achieve greater governmental efficiency and effectiveness.

- Governor John E. Baldacci was briefed after each meeting of the Nature Tourism Task Force resulting in his ability to facilitate greater agency interaction and identification of resources useful to each pilot project. This enhanced level of communication has helped achieve the Governor's goal to gain greater agency alignment within state government, resulting in a reduction of redundancies and waste.
- The Task Force has been a tool to assist participating state agencies to be more strategic in identifying local needs and committing limited state resources based upon recognized needs.
- State investments and upgrades have been made in parks and public lands by the DOC in support of the conservation and tourism focus of nature tourism projects. Greater investments have been made in areas where the local groups have been working to support and promote state owned lands, thus creating true public-private partnerships.
- The Task Force provided an opportunity for communication, networking and increased awareness among all partners regarding the status of each project and potential areas of overlap and shared learning experiences.

Successful Results from a State Perspective

- Regions have accomplished itineraries with very limited resources. Passion and commitment to the projects have moved the regions forward to accomplish their own regionally established goals.
- MOT, DOC, DOT, IF&W, Department of Agriculture and others have become active partners in the tourism marketing and development conversation.
- The DOC has made significant investments in the pilot regions directly related to the inventory work and prioritization which has been accomplished. DOC has become a valued and active partner in tourism planning with the pilot regions.
- IF&W has expressed the desire to work with businesses to form partnerships and wants to gain traction with tourism businesses. Those connections need to be encouraged and facilitated.
- IF&W has exemplified geographic diversity in improvements made in access and parking for some of Maine's more popular fishing sites: East and West Outlets of the Kennebec River, Schoodic Lake, Androscoggin River, Lambert Lake, Upper Cold Stream Pond, and the St. John River in Frenchville.
- IF&W has collaborated with MOT and DOT to obtain the first chickadee designation for Swan Island on the Kennebec River in Richmond.
- IF&W has collaborated with MOT on a fishing section of the visitmaine.com website. An outstanding video with detailed information on fishing rules and regulations along with information about a wide variety of species is now available in an appealing format easily available for visitors.
- A step-by-step itinerary template with samples has been developed for used by any region in the state to help them develop nature-based tourism itineraries (Section 2, Template).
- Maine DOT and MOT developed a policy as part of the chickadee sign program to ensure directional signs placed on state highways for Gulf Hagas, or other locations not directly accessible from a public way, were complemented by similar signs erected on private lands with private funds guiding visitors safely to and from the Gulf Hagas national landmark.
- The State Planning Office, through KMFE, has become engaged in planning and finding resources for tourism workforce training.
- MOT and DOC collaborated on the publication of a park pass in honor of the 75th Anniversary of Maine State Parks. The pass has increased visitation to the parks by an average of 13% statewide in summer 2010.
- The collaboration of several state agencies, with shared input and perspective from a variety of departmental players, has made tourism development much easier to

accomplish. Collaboration at both the local and state levels is changing the model for tourism development work.

- Statutes have been changed twice with respect to tourism driven by the nature-based policy focus. The first change recognized tourism as an important component of the state's economic development strategies. The second change allows nature-based tourism use of Tax Increment Financing (TIF) investment packages. TIFs have been used for tourism investments ranging from trails to sporting camps in rural Washington County, rural Franklin County, Bucksport, Millinocket, and Kingfield. Actual wording of statute can be found in LD 539 (2009).

Barriers Recognized by Nature Tourism Task Force

The many accomplishments of the Nature Tourism Task Force and specific successes have been outlined. From the perspective of committee members, some challenges remain.

- The nature tourism development process is too important to risk losing momentum and the successes gained.
- It is sometimes difficult for regions to determine which efforts can provide workable models or templates for other regions.
- More business involvement is needed in the Task Force to gain the critical entrepreneurial perspective.
- An important oversight and serious vacuum is the lack of a large landowner's presence on the Task Force.
- Engage other impacted non-government organizations through a compelling case for long-term shared interests.
- It is difficult to identify resources and economic impact for collateral program not under the pilot projects but inspired by the Governor's focus on nature tourism.
- Continuity and keeping track of current standings have been a challenge due to the length of time between Task Force meetings.
- Finding financial and staff resources to travel to meetings are challenging for regional representatives.

Creating a Nature-based Tourism Itinerary: Concepts for Pilot Projects

Tourism product, unlike manufacturing product, consists of a combination of real “products” (like a bed and meals) and services (like a Maine guide or a massage) combined to form an overall “experience” that is tangible and can be evaluated. Experiential visitors seek unique experiences that offer authenticity and allow educational experiences in the context of an enjoyable natural setting. Spectacular natural settings establish a background of peace, serenity, authenticity and set the stage for experiences tied together thematically, in this case, through interpreted trails.

The process of tourism product development across large landscapes and multiple jurisdictional boundaries is complicated and requires a long-term commitment. In the pilot itinerary projects, this level of tourism product development was created for the first time in Maine by dedicated volunteers and local tourism organizations. Accomplishment of an itinerary and all of the supplementary components has required an investment of the last five years. Even now, many details remain to be resolved from these initial pilot efforts.

The timeline may possibly be truncated to a degree in the application to other regions, yet there are elements in the creation of anything new that require time to research, refine, fabricate and deliver. Product development, though critical to remaining competitive in the tourism arena, is not a short-term, quick fix to solve an immediate issue. New nature-based tourism product development should be an ongoing and continual part of Maine’s overall economic development strategy if the state is to remain viable and competitive as a tourism destination.

Very simplistically, the steps for developing a Nature Tourism Itinerary are (Fichtner, 2010):

1. Delineate the boundaries of the study area.
2. Conduct an inventory of regional assets.
3. Conduct a site assessments using Fermata’s Applied Site Assessment Protocol’s (ASAP) numeric scale of assessment values.
4. Make a detailed assessment with evaluation notations.
5. Using the Template Questionnaire, conduct phone interviews with site managers/owners.
6. Use all information gathered to select final itinerary sites.
7. Inventory existing signage.
8. Map general configuration of sites and existing signs.
9. Prepare an initial signage request proposal for changes/additions.
10. Prepare initial site descriptions.
11. Obtain written permissions using the template.
12. Prepare an informed budget.

13. Build a basic website or link to an existing site(s) as common sense dictates.
14. Prepare a thematic framework for interpretive work.
15. Plan for public relations and regional education.
16. Connect cultural, historic and local services as appropriate.
17. Research, design and develop interpretive signage (work with contractor).
18. Prepare brochure copy.
19. Develop a marketing and distribution plan.
20. Establish a maintenance plan.
21. Evaluate every aspect of the preceding process.
22. Engage in continuous cycle process to add sites.

Section 2 provides a more complete step-by-step template, with expanded explanations. This template is available for statewide use in regions that desire to begin unique itinerary work. The staff of the MOT will assist and arrange for consulting with regions seeking guidance to use the template for product development purposes.

Pilot Project Results: Downeast, Western Mountains, Piscataquis and Maine Birding Trail

Each pilot region's approach to Fermata recommendations focused on the "grass-roots" level in an attempt to make practical sense from the perspective of the local working group within the context of existing initiatives. It is critically important to review each complete pilot report for enlightening details of work specific to each geographic region. This document highlights the work accomplished by dedicated local working groups. Complete reports from each pilot region are included in Section 3 of this report for greater detail.

Downeast Pilot Region

The Downeast Region placed nature-based tourism under the purview of the VRC and focused on implementing the Downeast Sustainable Tourism Initiative for Year 2010 (Destiny 2010). Destiny 2010 has five goals: economic development, ecological conservation, cultural preservation, local coordination and education (VRC, 2010). The updated document suggests 130 sub-goals for sustainable tourism. Sunrise County Development Council was contracted to manage the nature-based tourism initiative using sub-contractors for inventory work. The VRC functions as the advisory board to oversee the project by offering critical feedback and suggestions. Accomplishments have included: 1) a complete list of master sites, 2) a survey, 3) a signage inventory, 4) informal site assessments utilizing secondary sources, 5) formal on-site assessments, 6) chickadee sign installation at two top priority sites, 7) a list of "Gems of the Gems" poised for promotion as part of the new itineraries, and 8) a list of thirteen priorities for actively working with sites (Section 3, A).

Major Successes

- Completed master list of sites
- Site surveys
- Signage inventory
- Site assessments completed
- Installation of chickadee signs
- List of major “Gems” prepared for itinerary inclusion
- List of priorities for actions on each site
- Focused and augmented existing nature-based tourism projects
- Spurred new investments from the DOC and others
- Formed new working partnerships and collaborations

Major Challenges

- Perception of “top down” governmental mandate
- Negative local perceptions regarding tourism’s unchecked power to deteriorate local values and the environment, as well as increase property taxes
- Process: Communication with site managers and changing personnel
- Communication and outreach to tourism and connected business community
- Lack of centralized entity to pull various efforts into a cohesive whole
- Lack of funding
- Lack of staffing

Other Regional Nature-based Tourism Initiatives

Refer to the complete Downeast Region report for details about important parallel initiatives.

Important working collaborations:

- Downeast Acadia Regional Tourism funded four new nature-based projects
- Expansion of Downeast Fisheries Trail
- Discover Downeast & Acadia Map
- Washington County Unorganized Territories Tax Incremental Financing program providing access to grant and loan fund for nature-based tourism projects
- Downeast Coastal Scenic Inventory of Hancock and Washington Counties completed in February 2010
- Initial steps toward a Downeast Coastal Scenic Byway between Steuben and Calais
- Published *Resource Guide for Sustainable Tourism in Downeast Maine and Southwest New Brunswick*

Key partnerships

- University of Maine Sea Grant: Investment in nature-based tourism through staffing
- Maine Bureau of Parks and Lands: Private funding for staff capacity Downeast - full-time position second year
- Maine Woods Tourism Training Initiative
- Access Atlantica Leadership Council, Northeast Trade Corridor, tourism sub-committee
- Sunrise County Economic Council's investment in nature-based tourism through staffing
- Workshops, outreach and educational programs implemented through partnerships with more planned

Results

- Nature-based tourism resource assets in the Downeast Region are substantial enough to be a strong foundation for a successful nature tourism strategy.
- Related cultural and heritage offerings are not functioning as a thematic group and need to be drawn together with the resource assets into a cohesive whole.
- Increase understanding and learning gained about tourism packaging, branding, maintaining connections with businesses, site managers and residents.
- Create, maintain and nurture strong linkages between sites, tourism destinations, and partnering organizations in order to realize significant results in making the region more tourism and resident friendly.

Western Mountains Pilot Region

The Androscoggin Valley Council of Governments (AVCOG) was contracted to work with the Western Mountains on the Fermata initiatives. Since there was no county-wide tourism network in place, AVCOG convened a representative group of local stakeholders to review the recommendations and engage in developing nature tourism plans.

The ad hoc working group, 1) reviewed all site recommendations, 2) updated site and contact information, 3) contacted sites for itinerary inclusion permissions, 4) selected the most itinerary ready sites, 5) accomplished a signage inventory through a contractor, and 6) discussed themes within a seminar context. The AVCOG contract reached its limit at this point. The group was required to examine potential resources and a working structure for continuation of the project.

Another network of people interested in establishing a functioning and informed tourism production network was formed called the Franklin County Tourism Network (FCTN). This network's mission was dedicated to tourism development under the umbrella of the Greater Franklin County Development Corporation, similar in structure to the Piscataquis County group.

With restructuring, tourism work was relegated to a secondary position for a time as the new network realized the importance of locating financial resources. The group recognized funding was easier to find for projects than organizational planning. Projects supported by grant funding have included the MWTTI and the reworking of the Franklin County Heritage Loop Map to create a tourism-focused map and guide for Franklin County (Section 3, B).

Major Successes

- Site reviews and permissions accomplished
- Listing of itinerary ready sites
- Signage inventory and recommendations for new and replacement signs
- Theme determination
- A re-formed network dedicated to tourism development
- Franklin County Tourism Loop Map and Guide completed and unveiled
- A celebration and roll-out event in October 2010 for FCTN and the loop map
- Franklin County Unorganized Territories Tax Increment Financing District to dedicate funds for nature-based tourism projects

Major Challenges

- Organizing for sustainability: Sustainability of leadership, funding and industry “buy-in”
- The long-term working process required for itinerary completion
- Feeling pressured from state government to complete work without adequate resources
- Sustainability of the itinerary initiatives
- Desire to see concrete results

Other Regional Nature-based Tourism Initiatives

Refer to the complete Franklin County report for details about important parallel initiatives.

- High Peaks Alliance
- Wild Brook Trout Initiative
- Farmington Downtown Walking Tour
- Rural Destination Tourism Initiative
- State Park investments by DOC in response to local prioritization
- Western Mountains Foundation Hut to Hut Initiative and new Appalachian Trail connection
- Outreach and training for Maine Guides from Don Kleiner and others
- Sustainable frontline training work through the MWTTI
- Networking and sharing across all pilot regions through the Governor’s Nature Tourism Task Force

Results

- Leadership has learned to listen to the will of the local network to engage people in long-term tourism development planning.
- A sustainable tourism network committed to the sustainable development of the tourism industry in Franklin County has grown out of the nature-based tourism initiative.

Piscataquis County Pilot Region

Piscataquis County began nature-based tourism work within an ad hoc committee of the Piscataquis County Economic Development Council (PCEDC). The group recognized early the need to find funding for signage and contracted for services focused on the detailed and significant work of the committee, sites assessments, and support for the creation of an itinerary. Initial insight was critical to the successful results seen by the region.

The detailed Piscataquis report traces the evolution of the early committee into a recognized Piscataquis Tourism Development Authority under the umbrella of the broader PCEDC. Working with a contractor enabled the group to establish an initial nature tourism itinerary with interpretive signage at nine of fourteen sanctioned sites. Although the group seized upon the opportunity to make many hidden natural resource assets visible through a marketable itinerary, the road to results were long and arduous and required carving out a new road in heretofore uncharted territory. The results were well worth the effort and pave the way for others to follow with similar itineraries in other locations around the state (Section 3, C).

Major Successes

Structure and leadership

- Establishment of PTDA sanctioned under PCEDC unifying tourism economic development work
- Strong committee leadership through working partnerships with the University of Maine Cooperative Extension and AMC
- Committed volunteers and staff participation

Process refined

- A step-by-step working template with samples available to share and assist other regions

Funding partnerships

- Legislator, BRED Committee and MOT funding support
- County Commissioners committed funding for three years
- State investments followed the assessment and prioritization work
- Grant funding secured for Appalachian Trail trailhead upgrade work

- Plum Creek funded signage on private land
- MTMPP grant funding for website tour development and training programs

Public relations

- Effective outreach to municipal officials and leadership
- Raised awareness and visibility of nature-based tourism and natural assets county-wide
- Enhanced trust levels across broad spectrum of interests, including large land owners

Signage

- Chickadee signage at currently sanctioned sites and on directional signage
- Nine interpretive signs researched, designed, fabricated, and installed at eight sites; 9th awaiting completion of the Kineo dock renovation
- Maine DOT and MOT worked on a sign policy that would provide signs on public ways directing traffic to notable locations on private ways provided similar directional signs were placed on private ways directing visitors to and from Gulf Hagas.
- Partnership and agreement of five private landowners to allow uniform directional signage on private land to Gulf Hagas, a nationally recognized scenic landmark
- Construction and placement of two informational kiosks at the northern and southern entrances to Gulf Hagas

Marketing

- Development of *Great Maine Woods and Waters Tour* on The Maine Highlands website

Training

- Initiated PTDA customer service and regional destination training for businesses in 2008
- Partnership with MWTTI and two other pilot regions in 2010
- Site assessment training for volunteer nature tourism committee members
- Business participation in The Maine Highlands sponsored packaging seminars in 2010

Major Challenges

- Difficult to sustain long-term momentum and committee involvement
- Local people originally viewed project negatively as government directed
- Lack of funding from beginning of the project
- Lack of funding to interpret all sites
- Working through various state departments, rules, policies and regulations
- Necessity to develop long-term maintenance and sustainability plan for itinerary and signage

- Need of a cohesive vision for long-term coordinated rural community and tourism development statewide
- Need guidance on most effective marketing mechanisms to reach the target audience

Other Regional Nature-based Tourism Initiatives

Refer to the complete Piscataquis County report for details about important parallel initiatives.

- Southern Piscataquis Cultural and Recreation Map and Guide
- The Villages of Piscataquis County
- The Piscataquis Waterfalls project
- Initial Maine Birding Trail research and packaging
- GIS mapping of recreational assets
- Natural Resource Education Center
- AMC Roach Land acquisition
- Seboomook Scenic Highway
- Grindstone Scenic Byway
- MWTTI
- Southern Piscataquis County Tourism Development
- Plum Creek Timberland Project
- Northern Forest Canoe Trail

Results

- Piscataquis County has a new nature-based tourism itinerary product comprised of fourteen chickadee signed sites with nine identified with new interpretive signs.
- In partnership with the independent waterfall project, PTDA is currently adding waterfall sites to expand this tour.
- The template created for this project is now helping others within the pilot regions and in other locations around Maine.

The Maine Birding Trail Pilot Project

The Maine Birding Trail was initiated as an independent project in 2003 at the same time as the Governor's Blaine House Conference. The project was spearheaded by Bob Duchesne, a Maine Audubon trustee and member of the Maine Legislature. After four years of site research and two years of itinerary refinement, the trail launched in May 2009 comprised of 82 sites statewide publically accessible and excellent for bird-watching. Although the project was designed to cover the entire state, particular emphasis was placed on the three pilot project regions outlined in the Fermata report. This trail is the first state-wide nature-based itinerary.

Major Successes

- Itinerary guide books funded by the MOT and Maine Outdoor Heritage Fund now in the third printing
- Guides sent by MOT in response to all birding inquiries
- A companion guide book has been published by Down East Books
- A supporting website can be found at www.mainebirdingtrail.com
- As site evaluations neared completion, a supervisory stewardship group was assembled to oversee the layout and launch, chaired by the MDOC, staffed by the MOT, including representatives of the Maine IF&W, Maine Audubon, and Bob Duchesne
- Current focus on working with innkeepers to maximize economic development potential of the trail

Major Challenges

- Several false starts
- Originally conceived, under Maine Audubon, the Birding Trail project competed with Audubon's other funding priorities
- Maine Audubon's limited financial resources could not support the Maine Birding Trail project
- Maine Audubon's regional chapters enthusiastic, but assistance was limited
- The site-evaluation phase was a self-funded, solo initiative

Results

- Coordination through the Maine Nature-based Tourism Initiative enabled the project to stay thematically consistent with other initiatives.
- Mapping of the itinerary was reorganized to coincide with Maine's tourism regions.
- All print and web materials adopted the chickadee logo to be consistent with coordinated branding.
- Studied trails in other states to develop a set of best practices in brochure layout and design.
- Successful initiatives require a champion. Grants are useful for starting a project, but not for sustaining them. Initiatives intended to be economic development tools need to identify and involve the beneficiaries early in the process.
- Initiatives are resource-dependent. Inadequate resources produce inadequate results.
- Goals of multiple stakeholders may differ, leading to delays while disagreements are resolved. A loss of momentum can threaten completion of projects as participants change or lose interest. Projects require a strong task master to keep momentum positive.

Shared Regional Lessons

Structure: Solid, committed organizations and structure must be in place to house and guide the important process of regional nature-based tourism product development.

Leadership: Tourism development projects can only be effectively achieved with strong, committed leadership, willing to engage in long-term and sometimes discouraging economic development activity. Leaders must be visionary, but concrete, and have the ability to focus on the ultimate goal in order to help volunteers remain engaged.

Volunteers: Tourism development projects can only be effectively achieved with the dedication of working volunteers at the local level or a large budget. The volunteer work leverages the limited resources available at every level and is more effective in terms of local pride and buy-in.

Respect for Local Input: Leadership cannot force projects upon local citizens which they are not prepared to embrace. Wise leadership listens, engages in effective dialog, and guides local groups at the pace they are willing to move. In some areas, readiness to engage comes slower than in other areas.

Visioning: In order to accomplish effective results, a compelling vision and “big picture” thinking is more important than focus on small projects. Small projects can be effective tools for laying groundwork and ratcheting enthusiasm leading to a larger level of thinking, especially in the face of resistance. An effectively articulated vision has the power to inspire people to engage in larger thinking.

Dedicated Funding: To insure completion of new product developed and established, the funding conversation must begin at the beginning of a project until sufficient funds are secured to accomplish the work. Without an assurance of funding at the onset, partnerships provide shared resources to accomplish projects and provide smaller components of a larger envisioned whole.

Visitor Centric: Creation of successful visitor products requires a focus outside the localized role into the role of visitors who know little or nothing about the region. Viewing the region through the eyes of a newcomer helps to identify shortcomings and challenges that must be overcome during the tourism product development process.

Outreach and Public Relations: Public relations and outreach to local and regional leadership, legislators, municipal leaders, business people, and site managers is a requirement to help the process of development run smoothly. Despite outreach efforts, delays permit people to forget

the work in progress. Continued outreach is necessary to keep all players engaged and supportive.

Dedicated Paid Staff: Dedicated staff is needed to work with volunteer groups to oversee, direct and guide projects, and ensure ultimate success. Working through layers of policy and regulations from municipalities and the state entities involves complex logistics.

Collaboration and Partnerships: During difficult economic times, or in any environment where resources are limited, the most effective way to accomplish lasting tourism development is through working partnerships and collaborations on every level. Operating strictly on a local or regional level often falls short of success, but working those levels in concert with state leadership can leverage resources, change policies, identify funding mechanisms, and guide a project to greater success at every level.

Independent Nature Tourism Initiatives Since 2005

Achievements are frequently a reflection of focus. A number of projects have developed within the same timeframe as the Nature-based Tourism Initiative in Maine. Some projects were the result of the increased awareness resulting from the state focus on nature tourism and itinerary creation. Other efforts have evolved through completely independent initiatives. Mentioned below are some examples of known independent initiatives developed simultaneous to the tourism initiative.

- **The Androscoggin River Watershed Council** established the Androscoggin River Trail Plan – a vision of interconnected land and water trails along the length of the Androscoggin River from Lake Umbagog to Merrymeeting Bay (www.androscogginwatershed.org).

Ultimate goals are twofold:

1. To create interconnected water and land trails and to provide interconnections to other publicly accessible trail systems, and
 2. To create a deeper appreciation for and understanding of the natural and cultural resources in the Watershed through improved access and provision of informational kiosks and interpretative panels at river and trail access sites.
- **The Gems of 26**, a driving tour of eight unique organizations, offers onsite tours highlighting cultural, historic and recreational experiences along Route 26 from Gray to South Paris. The “Gems” include Maine Wildlife Park, Sabbathday Lake Shaker Village, Poland Spring Resort, Poland Spring Preservations Society and Preservation Park, Poland Historical School House, McLaughlin Garden, and Harvest Hill Farms. “Gems” are targeting motorcoach and other tour groups with website guidance on food options and lodging (www.gemsof26.com).
 - **High Peaks Alliance (HPA)**, a group of local citizens with a vision for the High Peaks region, connects communities through a backcountry trail system from Weld to the Bigelows. Planned residential and commercial development in the ring of existing communities (Rangeley, Phillips, Carrabasset Valley, and Eustis) surrounding the High Peaks unites conservation efforts securing the area for timber harvesting and four-season backcountry recreation. HPA provides a forum encouraging local people to consider different perspectives (motorized vs. non-motorized recreation groups) and share ideas about multiple-use and improved landowner relations.

In collaboration with Sandy River Land Trust, an AmeriCorps Volunteer with the Maine Conservation Corps has been hired for 2010-11 to help create the *Cornelia “Fly Rod” Crosby Trail*. This walking trail will run from Strong, through Phillips and Oquossoc, ending at Rangeley Outdoor Sporting Heritage Museum following the old Narrow Gauge Sandy River Rail line where possible (www.highpeakalliance.wordpress.com).

- **Keeping Maine's Forests (KMF) and Keeping Maine's Forest Economy (KMFE)** are efforts to maintain Maine's forest land base *as forest*—both for its high environmental values and its importance to the wood products industry, community and tribal aspirations, sportsmen, recreationists, and rural economies. The largest unfragmented forest in the East, Maine's traditional working forest is a national treasure predominantly maintained by private landowners. This initiative seeks to take advantage of a unique opportunity offered by US Secretary of Agriculture Vilsack and US Secretary of Interior Salazar to find ways to maintain forest landscapes through coordinated action and make federal programs more responsive to the needs of Maine's forest landowners. Conservation efforts include supporting a diverse, robust forest-based economy with markets for a wide variety of forest-based products, including tourism, while strengthening the rural economies dependant on them.

Five of the seven recommendations in the KMFE proposal submitted in September 2010 to the Secretaries have implications for nature-based tourism businesses by addressing landowner relations, workforce development, trail infrastructure, broadband access, and energy efficiency. One recommendation in particular asks for increased funding for the USDA Rural Development Agency's Rural Business Enterprise Grant Program (RBEG) and suggests rule changes that would make this already valuable program even more accessible and effective for Maine's rural tourism businesses (www.keepingmainesforests.org/proposal).

- **Kennebec River Initiative's (KRI)** broad objectives are to secure the future of the River as one of the state's most important scenic, ecological, fisheries, wildlife, recreational, cultural and economic assets, while fostering revitalization efforts of the municipalities along the river. More than a strategy, the KRI is an effort to organize and coordinate the efforts of organizations, public and private, and the people who are working together to preserve the essential values of the Kennebec. It is a call to all interested parties to support and engage in a comprehensive, coordinated, and strategic approach to protecting the numerous values of the River under the guidance of a common vision for the future of the River (www.krrt.org/kennebec.asp).

Participants include the Kennebec Valley Council of Governments, the Maine DOC, Sportsmen's Alliance of Maine, Maine Rivers, Soil & Water Conservation Districts, the Natural Resources Council of Maine, Trout Unlimited, along with municipal officials, individuals, regional and municipal land trusts, and business interests.

Projects are organized into six program areas:

1. KRI Coordination, Phase Two
 2. River Access Improvement
 3. Kennebec Trails
 4. Corridor Protection & Restoration (includes fisheries)
 5. Community-Based Waterfront Development
- **The Mahoosuc Loop** is a 100-mile adventure trail of waterfalls, wildlife, woods, hiking and water trails in the Mahoosuc Mountains of Maine and New Hampshire encompassing both border regions and the Appalachian Trail through some of its most rugged terrain.

A detailed map guide was unveiled to the public in spring 2008 by the Mahoosuc Initiative, a collaborative of Umbagog Area, Androscoggin Valley, and Bethel Area Chambers of Commerce. The Mahoosuc Initiative helps Mahoosuc Region communities build vibrant local economies, conserve and encourage sound management of the region's natural resources, and promote healthy communities connected to the land.

Members of the Mahoosuc Initiative are: Androscoggin River Watershed Council, AMC, Appalachian Trail Conservancy, Biomass Energy Resource Center, The Conservation Fund, Forest Guild, Forest Society of Maine, Mahoosuc Land Trust, The Wilderness Society, Tri-County Community Action Programs, Trust for Public Land (www.mahoosucinfo.org).

- **Maine Huts and Trails Initiative's** plan is to eventually complete a 200 mile hut and trail system from the New Hampshire border to Moosehead Lake for year round, "people powered" recreation, including hiking, groomed cross country skiing, snowshoeing, canoeing, kayaking, and biking. Twenty-five miles of trail are completed two lodges built, one on Poplar Stream near Carrabassett Valley and the second on Flagstaff Lake. The current program is focused on completion of a third hut near Grand Falls on the Dead River near Route 201 in The Forks (www.mainehuts.org).
- **Maine Quality Label Initiative** represents the efforts of the Maine Betterment Funds, the Maine Woods Consortium in support of David Vail and a four-five member action team to produce a case statement and related outreach and survey

materials to assess views among a wide range of stakeholders on design and implementation questions related to a possible quality label for sustainable Maine Woods tourism. Issue to be evaluated include: types of eligible businesses; certification criteria; rigor of standards (silver, gold, platinum levels); financing accreditation, brand development, and promotion; time frame for developing and launching the label. Assuming responses warrant, the work will include organizing a stakeholder retreat to gauge commitments and consider implementation strategies.

- **Maine's Quality Places Initiative** is rooted in 2010 by Public Law 2009, Chapter 483 established to garner economic benefits from our quality of place. The 2010 legislation established a new approach to making investments, an approach that relies on local expertise and knowledge built on a region's indigenous strengths. The goal of the initiative is to help Maine keep and attract skilled workers and entrepreneurs and to refill the declining workforce population by taking advantage of Maine's advantage in global economic competition. Our principal quality of place assets are majestic mountains, unbroken forests, open fields, wild rivers, pristine lakes, widely-celebrated coastlines, picturesque downtowns, lively arts and culture, authentic historic buildings, and exceptional outdoor recreational opportunities.

This Initiative empowers six economic development districts to identify distinct and marketable assets and to craft strategies for developing those assets into economic opportunity for their regions through regional quality of place investment strategies. The Maine Council on Quality of Place was created to facilitate coordination of state and regional activities to support and implement the regional quality of place investment strategies (www.maine.gov/spo/specialprojects/qualityofplace/index.htm).

- **The Maine Sporting Camp Heritage Foundation (MSCHF)** was founded to preserve Maine's traditional sporting camps and the natural resources supporting them. The foundation's core mission is preservation of Maine's sporting camp heritage for the ongoing enjoyment of the public. The new Foundation will work with local economies that rely on the sporting camp tradition to prevent further unemployment and to enhance economic development by preventing further deterioration of the infrastructure. Commercial sporting camps have dwindled from over 300 at the turn of the last century to fewer than 40 today. The MSCHF plans to work with owners on inventory and analysis, acquiring conservation easements, land acquisition and leasing issues, and business and marketing assistance (www.SportingCampFoundation.org).
- **Maine Trail Finder** is a free online resource serving both visitors and residents in locating "people-powered" trails in the state. Users can search a growing database of

non-motorized, four-season trails to find the right trail for their next adventure using interactive trail maps, trail descriptions, pictures, and trip reports. Ultimately, all human powered trails in Maine will be searchable on this database. The prototype in Franklin County was developed by the Stephen Engle of the Center for Community GIS in Farmington. Current goals are to double the number of trails available in Franklin County, work with the DOC to incorporate trails in state parks and on public land, and identify trails in Washington County.

Maine Trail Finder is a collaborative effort between organizations and funders committed to promoting active recreation in the state of Maine, including the Center for Community GIS, Healthy Community Coalition of Franklin County, Environmental Funders Network, Maine DOC, and the Maine Office of Tourism (www.mainetrailfinder.com).

- **Maine Woods Tourism Training Initiative (MWTTI)** is a long-term initiative intended to organize networks of tourism training providers to deliver a comprehensive, multi-modal training program for tourism businesses and frontline service employees in the Maine Woods. Economic development organizations in Franklin, Piscataquis, and Washington Counties organized local networks comprised of businesses, chambers of commerce, training providers, and other stakeholders. Local networks conducted assessments to determine trainings needs and delivery specifications then formulated training approaches to meet highest priority needs. Extensive feedback sought for all plans was incorporated to create finalized training approaches. The Betterment Fund and USDA Rural Development provided funding for this initiative.

This program directly coincided with the original pilot regions and supports the educational initiatives recommended by Fermata, Inc. The first round of funding is in the reporting and evaluation stages with a second round of funding approved to support the next phase of Maine Woods training programs. Additional regions being added to the training program in the next phase are Penobscot, Oxford and Aroostook counties (Appendix J) (www.mainewoodskonortium.org/mmh/programs/content/tourism-training).

- **Northern Forest Canoe Trail (NFCT)** is a long-distance paddling trail connecting the major watersheds across the Adirondacks and Northern New England links communities and wild places, and offers canoeists and kayakers a lifetime of paddling destinations and adventures. The NFCT Trip offers 347 miles of paddling in Maine, ending in the St. John River valley by means of the Allagash Wilderness Waterway.

The NFCT has regional significance as a multi-state initiative, building recreational infrastructure and focus on catalyzing rural economic results along the trail. The completed project will include nine kiosks, 28 register boxes in key locations along the trail, complete GIS mapping of the route and upgrade the organization's website planner. This project meets several of the urgent action recommendations of the Northern Forest Sustainable Economy Initiative report (www.northernforestcanoetrail.org).

- **Rural Destination Tourism (RDT)** is a new approach to rural tourism development that combines authentic and intimate place-based tourism experiences with high quality customer service standards and seamless integration of local providers organized around thematic visitor experiences that customers can access through a variety of coordinated planning and booking tools (www.mainewoodsdiscovery.com).

Two prototypes for RDT in the Maine Woods Region are:

1. *Franklin County Tourism Network* (FCTN) is county level prototype intended to create opportunities for business growth and product development, focusing on Franklin County's four season destination offerings. FCTN is currently focused on updating of the Franklin Heritage Loop Map.
2. *Maine Woods Discovery*, a regional prototype, includes large scale businesses and small scale service providers teamed up to offer visitors high quality opportunities to experience the region's natural destinations, authentic cultural traditions, and distinctive local products. This group is currently working on developing winter packages.

- **The Southern Piscataquis Waterfall Project** grew from the efforts of one entrepreneurial individual, Eric Stumpf, who located, researched, described and photographed over 50 waterfalls in southern Piscataquis County. Working with the PCEDC and consistent with the awareness of the nature tourism focus on itinerary development, permission was given to use this body of work to prioritize the most accessible waterfall sites for placement on a public tour.

The waterfalls work is an ongoing project of the Piscataquis Tourism Development Authority with the goal of creating a trail of some of the best waterfalls of Piscataquis County. This trail is slated for completion in 2011. The tour will include a printed map and guide, a website, and possibly a "passport" system whereby visitors could check off waterfalls visited and achieve recognition for completing the list (www.piscataquischamber.com/waterfall_guide.asp).

- **The Villages of Piscataquis County** audio driving tour highlights the history and cultural heritage that make this rural region unique. The Tour, with two loops that cover about 134 miles, is the result of the Penquis Leadership Institute (PLI) Class of 2006 project. The group of dedicated volunteer PLI students created a downloadable audio tour that provides travelers with guidance to “Villages” signage while entertaining with stories and songs from local musicians. A website and supporting print materials are also the result of the PLI 2006 class project (www.villagestour.org).
- **Statewide Comprehensive Outdoor Recreation Plan (SCORP)** is a five year plan required to comply with federal regulations to receive Land and Water Conservation Funds. Priorities that form the basis for an implementation strategy are: 1) to connect Mainers of all ages with outdoor recreation, 2) to connect lands and communities to nurture quality of place, 3) to connect outdoor recreation stakeholder collaboration, 4) to connect trails to establish or improve regional trail systems. The SCORP report is the result of examining trends, the markets, activities engaged in by visitors and implementation strategies for achieving the priorities. The current plan with an emphasis on trails will be in place until 2014 (www.maine.gov/doc/parks/programs/.../index.html).

Although not a comprehensive list, these initiatives developed simultaneous to the Nature-based Tourism Initiative are examples of high profile, broad-based efforts, many of which are statewide in scope.

Goals and Recommendations for the Governor's Task Force:

2011 and Beyond

Continue Asset Assessments

Natural resource asset assessments are not an end to themselves, but a mechanism to discover the natural resources that exist, identify what is missing, determine which resources compel new visitors to experience a region, and decide which assets should or should not be shared. The assessment process identifies infrastructural needs, systemic gaps and allows for translating needs into a plan to bring the resource into a positive state of repair that can support increased visitor capacity.

Critical and honest assessment of real regional needs enables state agencies to become true partners, rather than just a resource to be tapped when convenient. Park managers and state planners become more aligned in thinking with regional leaders creating a true “team” approach to local and regional infrastructure upgrades. Hard, thoughtful assessment leads to informed planning which leads to investments, on both the private and state levels. Ultimately, resource asset are put in proper condition and context for marketing to the visiting public.

Future Goals of the Nature Tourism Task Force

1. The Task Force respectfully requests the Governor to share this report with the incoming administration and to advocate for continuation of the Governor's Nature Tourism Task Force to complete the implementation of the Fermata recommendations and goals that have not yet been fully realized.
2. Though great strides have been taken toward the recommendations, the Task Force oversight is necessary to encourage and support the regional organizations, to be a platform for open communication and idea generation, and to help hold the local groups accountable to complete the nature-based tourism development work.
3. The Task Force prefers to remain under the Governor's Office, but DECD is the appropriate home if the first option is not available. DECD would require commitment from the administration and other state agencies, funding and dedicated staffing in order to be fully effective.
4. With the Legislative history of this initiative, the Task Force sees the importance of continued Legislative communication to encourage continued funding support through the Maine Legislature.
5. The entire Task Force should meet in 2011 for quarterly half-day updates and sharing of information with the entire group. Task specific working groups should meet as necessary.

6. MOT commenced holding tourism sub-cabinet meetings four years ago to discuss the many areas where resource departmental interests and tourism projects overlap. Those meetings should continue on a regular basis to discuss mutually beneficial ventures and coordinate tourism projects across departmental boundaries.
7. The Task Force should coalesce around a few strong resolutions in the resource policy area, such as the recent Question 3 Bond Issue requesting \$9,750,000 to invest in land conservation, working waterfront preservation and to preserve State Parks.
8. The Governor should name the co-chairs of the Nature Tourism Task Force. The model of a key state employee teamed with a tourism business person has worked well. The make-up of the task force should continue to be a mix of state partners and private business representatives. Local regions should name representative leaders to the Task Force.
9. Some state and private interests need to be specifically invited to participate and be awakened to the importance and benefits of participation.
10. The Task Force must find compelling ways to engage more business people and convince appropriate NGO interests to enter the nature tourism conversation.
11. Appoint one or two large landowners to the new Task Force to gain insight from the ownership perspective.
12. Initiate a system of interim communications to help keep everyone informed and up-to-date between Task Force meetings.
13. Ongoing studies should be coordinated and guided by the Governor's Task Force. Some studies have been initiated without the participation of the Task Force and coordination of all interested parties has not always been possible. The timeline for studies is often set by funders and the entities that execute the studies.
14. Establish standard criteria and a uniform process for historic and cultural non-profit organizations to be recognized with the chickadee logo signage.
15. Eliminate potential for visitor confusion regarding the chickadee logo with the Maine Birding Trail.
16. Determine criteria for exportable regional models to the state-wide level.
17. Seek synergies and share resources with MDOT connecting Scenic Byway projects with nature tourism projects.
18. Examine IF&W's *Maine Wildlife Action Plan* to understand conservation strategies for wildlife species of greatest need, to work toward ensuring compatibility, and to connect existing itineraries as appropriate.
19. Ask Department of Agriculture to discuss connections to appropriate regional farm to farm tours and ways to tie agricultural assets to nature itineraries.
20. Invite at least two additional pilot regions to join the work on nature-based itineraries taking full advantage of accomplishments from initial pilot regions.

Goals for Regional Nature Tourism Organizations

Each region has to bring passion and resources to the table in these projects. In the previous pilot work, Downeast, through the Bureau of Parks and Lands, hired staff to assist with inventory and assessment work. Franklin County worked with AVCOG for staffing. Piscataquis County gained support from the County Commissioners, Appalachian Mountain Club, University of Maine Cooperative Extension, Plum Creek and others to accomplish goals.

Short-term Task Force Goals for 1 Nature-based Tourism Organizations

1. Ensure broad cross sections of interests are engaged on each regional nature-based group to build and maintain support.
2. Find credible ways to track economic impact.
3. Clarify trail intersections - scenic byways, hiking, biking, snowmobiling, ATV riding - as they relate to nature tourism itineraries.

Itinerary Goals

1. Assist and support the existing pilot regions to finish and excel in the work begun.
2. Connect historic and cultural resources more effectively with existing itineraries.
3. Request specific state support that could assist in focusing local itineraries.
4. Discuss and find mechanisms for long-term maintenance and funding for signage replacement.

Visitor Center Goals

1. Examine the best visitor centers and document best practices.
2. Work with one or two visitor centers to achieve consistency and connectivity and then begin to duplicate success using that model.

Training Goal

1. Expand hospitality training to include park service staff, North Maine Woods gate staff, and other appropriate service staff within each region.

Long-term Task Force Goals

1. The Fermata recommendations offer a pathway connecting regional natural resource assessment to full state resource assessment and large-scale branding. Overtime, the Task Force can help facilitate the process throughout Maine using the lessons learned through the individual regions.
2. Tie all visitor centers statewide together electronically for “real time” information.
3. Discuss the proposed “The Maine Woods” branding campaign to determine if regions agree with the strategy. Consider using a consultant to examine recommendations with sporting camps and guides to make further suggestions before proceeding with branding.

Conclusion: The Future of Nature-based Tourism Work

“Success isn’t magic or hocus-pocus, it’s simply learning how to focus” (Canfield, 2000).

Governor John Elias Baldacci enabled the state of Maine to shine a spotlight on the possibilities inherent in utilizing our resource base in creative new ways. The Governor followed up by focusing the tourism industry with the assistance of one of the most highly respected Nature Tourism companies in the country, Fermata, Inc. Fermata laid out a general process to follow and made specific recommendations tailored for rural regions of the state to assist in using their natural resources to create new tourism itineraries/products.

The work accomplished in this effort by each pilot region is significant, but this is just the beginning of what all task force members agree must be a long-term commitment to continuing tourism product development as a key strategy of economic development in order for Maine to be competitive in the domestic and international tourism marketplace. Tourism product development is solid economic development; this message should be gaining wide acceptance throughout the state.

To leave tourism product development on an ad hoc basis, allows it to be vulnerable to constantly changing political winds. Positive efforts can be instantly negated in one administrative change leaving businesses and local organizations feeling disenfranchised regarding the governmental institution. The long-term commitment and investment of local and regional people over the last eight years is on the brink of regional pay-off, but success is uncertain through no fault of the many citizen volunteers invested in the effort. **Tourism development, as a critical component of economic development, needs a consistent and sustained effort if Maine is to grow, maintain and expand the tourism economy.**

How can this be accomplished? Perhaps the tourism regions or individual counties should be encouraged and assisted in the creation of a regional tourism development plan, which could feed into a larger overall state coordinated tourism development strategy. Regional or county plans might be housed long-term under local regional economic development entities, with an organized leadership structure solidly established to sustain continuity of efforts in each instance. Perhaps the hard work of dedicated regional people would be somewhat less subject to the political landscape under such a scenario.

Geographically, regional boundaries must make practical sense from a tourism working perspective and leadership must be localized. Plans must be grassroots driven, and long-term, but also a part of the larger scope of economic development planning. The Piscataquis Tourism Development Authority, the Franklin County Tourism Network and Downeast-Acadia Regional

Tourism organizations may provide framework models for structural stabilization of tourism development oversight groups.

It is clear the Governor's Task Force has provided the impetus and cohesion to help the regional entities accomplish concrete and positive results. The two-tiered approach has helped local volunteers to cut through the sometimes difficult and confusing governmental departments and regulations. Without both levels of collaborative local labor and governmental support services, the nature-based tourism effort in Maine would not be where it is at this point. The Task Force collaborative model has opened the door to a new, more effective way to accomplish tourism development through a working public-private partnership.

The end result, based on the work accomplished in the pilot regions, is that Maine is now in a strong position to share tested and refined templates, lessons learned and a pre-navigated process with the rest of the state. Maine is in a position to become the leader in nature tourism development in New England by continuing a commitment to established nature tourism efforts statewide, while spreading out region by region. Without the continued support and oversight of the state Task Force, the fruit of all this labor has the potential to be lost.

The goal of this effort has been to create new tourism product with compelling power to draw experiential tourists into areas of Maine where they might not otherwise visit. By accomplishing this goal, the pilot regions and the Governor's Task Force have achieved true success. The following excerpt from a letter to the Ellsworth American says it all (Shaw, 2010).

The three people from Massachusetts rode their bikes up to their truck and were grinning from ear to ear! My friends and I had just finished our ride and were loading our bikes and also grinning. Different versions of "Wow, what a great trail", were flying through the air. They were photographers. . . the kind who earn their living at it. . . and they had come up from Boston to take photos of and to ride on the Downeast Sunrise Trail. We were locals who have enjoyed the trail all summer. We all agreed. . . it had been a perfect day! But then . . . the Downeast Sunrise trail MAKES perfect days! Perhaps the most repeated phrase shared by folks on the trail no matter what they were doing is, "How wonderful that a few people had the vision to dream of this and then the determination to make it happen!". . . Kudos – many, many kudos to them . . . what a gift they have given to Downeast Maine!

This is the ultimate success; both visitors and locals are enabled to fully enjoy Maine's beautiful natural resources, participate in supporting local economies, and appreciate the long-term effort that allowed them to do just that!

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Section 1

Appendix A

“Guiding Principles” Document

Guiding Principles for Experiential Tourism Development in Maine

Introduction

Tourism in Maine takes many shapes, and clearly no traveler's vacation experience focuses exclusively on one specific activity. One collection of tourist activities that is garnering increased attention, however, centers around travelers who are particularly interested in experiencing a region's cultural, historical, and nature-based attractions. Given the range of activities associated with these attractions, collecting them under the umbrella of a single sector name has proven difficult. That difficulty has been compounded by the fact that discussion of these activities involves considerations such as their current and potential impact on the natural and human environments associated with them.

For the purposes of this document, and in an attempt to apply an effective "label" to these combined activities as thought is given to the principles that should guide the planning and development of them at the state, regional, and local levels, they will be gathered under the umbrella of "experiential tourism". Broadly speaking, experiential tourism includes activities that draw people outdoors such as hunting, fishing, birding and other wildlife viewing, hiking, camping, learning about the history of a region, and nature photography, in addition to other cultural, historical, or nature-based activities.

Background

While it has assumed several responsibilities since its creation, the initial purpose for the Maine Tourism Commission's Natural Resources Committee (NRC) was to develop a better understanding of the relationship between tourism and Maine's natural resources and related industries. To begin the NRC's process, the decision was made to reach out to as many stakeholders as possible across the state in order to get a sense of the issues, concerns, and ideas from people "on the ground" in both the tourism and recreation sectors and in those industries, communities, and organizations which played a

significant role in tourism activities. Throughout the summer of 2003, over 40 key stakeholders (as identified by the NRC) from across the state were interviewed for purposes of helping the NRC develop as comprehensive an understanding as possible of the potential economic opportunities, environmental impacts, and political conflicts that could accompany the development of experiential tourism across the state.

The notes from those interviews were reviewed and summarized with an eye toward identifying Issues and Opportunities as they relate to Maine's natural resource assets, tourism-related businesses, and the communities in which tourism plays a significant role. The NRC also sought to identify Issues and opportunities as they relate to state investment and infrastructure development. For purposes of the committee's initial discussions, the summaries were further "honed" to highlight the primary themes found throughout the interviews. Most recently, the NRC took the identified primary themes and, incorporating the expertise and considerations of the committee's members, developed the follow Guiding Principles for Experiential Tourism Development in Maine.

These Principles have been identified as those key considerations that should guide discussion at the state, regional, and local level concerning the opportunities and challenges that come with experiential tourism development. In developing these Principles, the NRC hopes to enhance the thoroughness of the deliberations that invariably accompany development discussions by identifying in advance the considerations that should be factored equally into the policy-making processes at all levels.

Draft Guiding Principles for Experiential Tourism Development in Maine

State Support

State Support of Experiential Tourism Businesses

Many experiential tourism entrepreneurs are trying to create year-round businesses and jobs in poor, rural areas of Maine that have not developed the economic diversity of other, more populated parts of the state. In view of the role

that nature-based, cultural, and historical tourism can play in rural economies, the state should offer a comprehensive set of incentives and assistance for entrepreneurs who want to improve and enhance the tourism economy in ways that complement and enhance the state's efforts to develop a broad-based experiential tourism strategic plan. As part of overall planning and development efforts, the state should work to engender and maintain a regulatory environment that both supports carefully planned development and ensures comprehensive protection of the myriad natural resources that are used in experiential tourism activities.

Planning

Community Commitment to Planning

Given the abundance of cultural, historical, and natural resource-based assets across Maine, as well as the existing and emerging activities that are associated with them, many communities will want to take advantage of existing resources for new experiential tourism opportunities as they are found in their regions. The effective utilization of these assets as attractive tourism destinations, however, requires a clear understanding of the tourism marketplace. Therefore, community leaders should commit to a realistic assessment of what their assets are, what special market niche they might fill, and whether or not the leadership (organizational or individual) and financial resources are available to facilitate the development of those assets into a tourism strategic plan and ultimately into effective tourism destinations.

Moreover, leaders at the state, county, and local level, as well as stakeholders within the private sector, should understand the complexity and inter-relatedness of the Maine tourism system so that planning can be conducted with an understanding of how tourism works across the state. To that end, communities should incorporate tourism development planning into the development and utilization of local comprehensive plans.

Statewide Tourism Planning and Development

In order for Maine's communities and tourism regions to benefit from an acceptable and appropriate expanded range of tourism development possibilities, the State of Maine needs to formalize its leadership role in the development of a statewide strategic plan for nature-based and other forms of experiential tourism. While MOT's current promotional mandate is critical to promoting Maine as a travel destination to out-of-state visitors, a strategy based exclusively on marketing and promotion does not effectively address the needs that accompany local business development opportunities, nor does it support the strengthening of regional tourism destinations. The informal approaches that have brought some counties, regions and the state to the current threshold of development possibilities are also largely ad hoc and fragmented and will likely not serve stakeholders well over the long-term. Communities and regions across the state, as well as private entrepreneurs, will benefit from a more comprehensively supported and integrated approach to long-term tourism economic development planning.

The Role of the Office of Tourism

Marketing

Given the ever-changing tourism marketplace, and in keeping with the identified need for statewide tourism development planning, the state should consider expanding the mandate of the Office of Tourism. Currently, MOT can only promote out-of-state, but local economies have much to gain from the tourism revenues generated by Maine citizens traveling inside the state. Clearly, current state budget constraints make significant expansion of MOT unlikely in the near-term, but at the very least the state should consider enlarging MOT's mandate so it can promote within the State of Maine.

Ecotourism Quality Labeling

Given the increasing attention being given to the economic benefits of environmental quality, or eco, labeling in tourism marketplaces around the world, MOT, as part of an expanded marketing capacity, should facilitate a multi-stakeholder discussion focused on developing a voluntary ecotourism certification program that could be used to market a range of Maine's experiential tourism opportunities.

Product Development

At the same time as MOT's marketing mandate is enlarged, so ideally should MOT also be expanded to include an official capacity for tourism economic development planning and support. Nature-based, cultural, and historical sites may be the magnet for experiential tourism development, but effective destinations also include outstanding dining, lodging, and shopping opportunities. In addition to a more comprehensive marketing effort, then, MOT and DECD should be more proactive in working with other state agencies, as well as with regional and local entities across the state, in supporting, linking, and marketing a greater array of destinations that will attract experiential tourism consumers.

Partnerships

Cross-sector cooperation (networking) and coordinated strategic planning:

Effective tourism development requires networking on the local, county, regional, and state levels. It is critical to sustainable tourism that all state, regional and local entities involved in tourism find ways to work in a coordinated and strategically planned manner.

- On the local level there should be adequate organizational infrastructure to handle all tourism issues, including visitor services, infrastructure planning, building, maintenance, signage, and much more on a daily basis.

- On the State level, there should be effective coordination of the myriad natural resource departments, staffs, and economic development and marketing efforts that will help to coordinate and add value to the individual community efforts.
- State resource agencies can and should work in concert with the local community and regional stakeholders to produce results approved and agreed upon by all. State agencies should also work in a more collaborative manner in assisting nature-based tourism businesses. Existing linkages between the Departments of Agriculture, Conservation, Inland Fisheries and Wildlife, Marine Resources, and the Office of Tourism should be strengthened in order to ensure the development of balanced and appropriate experiential tourism opportunities. Those same linkages should also be used to ensure ongoing protection of the state's natural resources.
- The many appropriate state owned lands should be utilized to showcase best practices in tourism development efforts. This approach would produce benefits for the state, the tourism industry, and local communities. Furthermore, key new state acquisitions should be identified and targeted as part of this effort.

Public/Private Financial support:

All tourism development requires a significant financial investment on many levels. Investment by local entrepreneurs is certainly required, but there is also a need for the community to invest in the infrastructure required to ensure a successful visitor experience. When tourists visit destinations, they bring with them all of their ongoing physical needs and impacts. Increased demand is placed on the local physical and social infrastructure, such as parking facilities, health services, police and fire protection, when there is an influx of visitors to any community. Thus, there must be state and community support to cover those additional infrastructural costs.

Public/Private Access Opportunities and Partnerships:

Given the proportion of the Maine landscape that is private property, tourism development efforts at all levels should remain mindful of the traditions and

partnerships that are essentially unique to Maine in the United States. Forest and agricultural landowners are critical partners in the effort to keep nature-based activities of all types available to a broad range of stakeholders, and maintaining those partnerships will be an essential part of maintaining and developing nature-based and other experiential tourism opportunities. With that goal in mind, tourism development planners and practitioners should remain as flexible as possible in considering new ways of partnering with private landowners while bearing in mind the rights of property owners and the responsibilities that accompany the privilege of using private property.

Access

Given the increasing concern over the ability of nature-based tourism businesses to retain access to the natural landscapes critical to their economic survival, and in addition to maintaining and enhancing the public/private partnerships described above, the state should continually explore all possible avenues, ranging from economic incentives to recreational easements to public land acquisitions, to ensuring continued access to, and the existence of, large-scale recreational landscapes and wildlife habitats, both inland and on the coast.

Moreover, given the diverse range of stakeholders who have an interest in using the Maine landscape for a broad variety of recreational purposes, consistent communication should be maintained in forums such as the Sportsmen/Forest Landowners Alliance and the recently re-formed Governor's Council on Sportsmen's Landowner Relations.

Developing an Understanding of Carrying Capacity

In a partnership among state agencies, the University of Maine's Center for Tourism Research and Outreach (CENTRO), local communities, and private sector stakeholders, research should be conducted into the ecosystem and host community carrying capacities of the regions and locations that are prime

candidates for experiential tourism development. The goal should be to develop an agreed upon understanding of carrying capacity, as well as an accompanying understanding of the limits of acceptable change, that enables the optimal use of Maine's natural resources by a broad range of stakeholders and interested parties while ensuring that these resources are kept productive for current generations and sustained for future generations. This understanding of carrying capacity should encompass the full spectrum of issues and opportunities as they are found in ecosystems and host communities across the state.

Education: Business Outreach and Frontline Worker Training

There is a critical role for the State to play at every level of sustainable tourism development. Both the general public and Maine policy makers should be educated regarding the economic benefits and value of experiential tourism, while individual host community residents should be informed of the array of potential opportunities and pitfalls involved in tourism development in order to develop effective and sustainable tourism policy. Visitors should recognize the range of considerations regarding diversified land and resource use, public access, the culture, heritage, the natural environment, as well as understand the inter-relationship between the working landscape, recreation, and activities such as wildlife viewing.

At the same time, business owners should be helped to understand and meet the challenges of the ever-changing tourism business, as well as the myriad issues that come with building and sustaining a viable tourism business. Such issues include the need for diversification of the tourism product, planning for changes in infrastructure, appropriate and cost-effective marketing methods, the economic benefits of collaboration and cooperation, tapping into new and appropriate market trends by creating new value-added quality visitor experiences, planning an approach to business development, and basic business skills.

Finally, in order to ensure a uniformly satisfactory experience for visitors to Maine, the frontline workforce should be trained in the critical area of customer service.

Section 1

Appendix B

Report to Business Research &
Economic Development Committee of
the Maine Legislature

**Report by Department of Economic and Community Development's
Office of Tourism and the Maine Tourism Commission Natural
Resources Committee
To
The Legislature's Business Research and Economic Development
Committee
Concerning
Nature Based Tourism**

A Starting Point

Nature Based Tourism has been (and is) a long-standing part of Maine's heritage and economy. Ever since author Henry David Thoreau and inspirational landscape painters Frederic Church and Fitz Hugh Lane visited Maine in the mid 19th century, the state has been "on the map" as a destination of choice for urbanites who wish to experience the richness of nature.

In 2002 Tourism in Maine resulted in over 9 million overnight trips and 34 million day trips, accounting for \$6.2 billion in direct expenditures and an estimated roughly 87,000 direct jobs. Market research shows that Maine retains a clear image as a place visitors come to revel in the great outdoors, but how big a role does nature based activity play in the state's tourism business?

Maine's top two categories of travel consumer interest are "Touring" and "Outdoors." The category of "Outdoors" is obviously and directly related to (dependent on) Maine's natural resources and is usually destination specific and centered on one activity such as hunting, fishing, rafting, skiing, snowmobiling, back packing, etc. "Touring," Maine's primary travel generator, also features opportunities for nature based sightseeing and "softer" outdoor recreation activities such as day hiking, bicycling, visiting a beach, whale watching along side opportunities for shopping, dining, and cultural activities.

Even in this multi-activity, multi-destination “Touring” category, however, it is Maine’s nature based experiences that carry the day, converting the “touring inquirer” into the “touring consumer.”

As important as nature based tourism may have been in Maine’s past or is in Maine’s present, given large-scale trends, it will be all the more significant to the state’s economic future. The United Nations, US Department of Commerce, and the World Trade Association have all stated that tourism is and continues to be the largest growth industry in the world. Many nations around the globe are investing both capital and marketing funds to take advantage of this economic sector’s potential.

In looking specifically at Maine’s economic future, it is clear that we face significant economic challenges in many sectors as evidenced by shut downs, lay offs and closures. Tourism’s performance, on the other hand, has been growing, with nature based tourism continuing to make a significant contribution – and by virtually all accounts, there is both potential for and room for more growth in this area. While certainly not the complete answer, further development of nature based tourism can represent at least one reasonable strategy for putting Maine on more stable economic footing, and it is worth noting that development of this sector may have the greatest potential for doing good in parts of the state that have been especially hard hit by economic changes.

The “good” that nature based tourism will provide will not only be in the form of new jobs but also an impetus for strengthening management and use practices that promote a healthy natural resource base. Inherent in the “good” that tourism can bring is developing policy and public support that promotes sustainability, for without a clear and unwavering commitment to sustainable practices, the goose that has laid the golden egg will no longer be with us.

Leading the charge for Maine in this growth area of tourism is the Natural Resources Committee of the Maine Tourism Commission (NRC) and its sub committee on Watchable Wildlife. These committees are multi faceted with members from both the

public and private sectors who bring a wide range of knowledge and experience to the table for addressing opportunities, obstacles, and challenges that face tourism in Maine today. The NRC promotes the concept of tourism as a healthy and viable way for Maine to realize economic diversity and stability, and to strengthen and enhance its natural and cultural resources for present and future generations. As part of the NRC's efforts it commits to insuring that the greatest benefits are realized from already successful state level programs and agencies like Land For Maine's Future Program and the Bureau of Parks and Public Lands and from local and regional programs as well.

Charge to the Maine Office of Tourism and Maine Tourism Commission's Natural Resources Committee

In May of 2003 the Business Research and Economic Development Committee of the Maine State Legislature heard testimony on LD 946 "Resolve, to Establish the Commission to Promote Jobs and Economic Development through Ecotourism", Sponsored by Representative Sean Faircloth. At the hearing the Department of Economic and Community Development's Office of Tourism indicated that the newly formed Natural Resources Committee of The Maine Tourism Commission already had many of the objectives outlined in LD 946 as part of its mandate. It was therefore determined by the Business Research and Economic Development Committee to task the Maine Tourism Commission's Natural Resources Committee with addressing the content of LD 946.

Specifically the Maine Tourism Commission's Natural Resources Committee was to report back "recommendations for action regarding nature-based tourism in the State". In particular the findings in the report should identify locations within the State that are appropriate for nature-based tourism and may be cultivated including: marketing and promotion strategies and considerations for infrastructure improvements. The report should also reference, appropriate, case studies of successful nature-based tourism efforts in other states and countries.

The NRC has discovered that the task of providing “recommendations for action regarding nature-based tourism in the State” is vastly complex and involved. Progress has been made by laying solid groundwork for policy development, program restructuring, and public understanding. The NRC has accomplished what it feels to be about a quarter of its task in meeting the full objective of the BRED Committee’s mandate and is committed to continuing its work to see the objectives through and address future opportunities.

The Maine Tourism Commission’s Natural Resources Committee: its membership, process, and activities employed in fulfilling its charge.

The Natural Resources Committee’s membership is made up of a wide range of public and private sectors interests and has continued to grow as it has addressed its task. *See Appendix A for list of Committee members.*

The Committee determined that its initial task was to gather input from a broad array of sources with the purpose of helping to define the issues, opportunities and obstacles associated with addressing nature tourism in Maine. This process took three forms: 1. interviews of key stakeholders, 2. public forums, and 3. compile a database.

1. The interview began with each committee member identifying up to five individuals representing key constituencies. This resulted in a list of over 80 including non-profits, business associations, individual businesses, conservation groups, cultural interests, agricultural concerns, large landowners etc. However because of the time consuming task associated with conducting individual interviews a smaller list of 40 was eventually culled from the larger list. *See Appendix B for list of interviewees.*

The Committee next developed a survey instrument, consistent with the University of Maine’s research standards, that was used by the interviewer in conducting each interview. The purpose of the survey instrument was insure

uniformity in the responses thereby providing a body of consistent and usable information. *See Appendix C for survey instrument*

The body of information contained in the interviews is some of the best resource material pertaining to the state of the state of nature tourism in Maine. The wealth of information provides not only a pulse on what is going on right now but also many excellent ideas and recommendations on what needs to be done to improve the opportunities and enhance resources.

2. The Forums were similar to the interviews in that the same survey instrument was used as a guide for conducting the meetings. The Committee determined that twelve forums would be held across that state and located so that no one would have to travel more than 40 miles to attend a session. *See Appendix D for forum locations*

The forums were publicized through the media and trade associations resulting in an attendance of over 150. While turnout in some areas was weak overall the forums provided an extra level of information that helped to confirm the results of the individual surveys.

3. The Database was conceived to be an ongoing process of gathering existing information and research on nature tourism as well as identifying areas of missing information that should be developed. At present the database is still being compiled but presently includes over 175 documents, reports, case studies, and other sources materials from Maine and beyond related to the subject of nature-based tourism. This resources material coupled with the results from the interviews and forums has given the committee considerable grounding and direction for crafting meaningful recommendations and action.

Currently the database is located at the University of Maine in Orono. The ultimate location of the database is still under advisement of the committee but given the new efforts underway at the University to address tourism related research needs and curriculum it may ultimately remain there.

Defining Nature Tourism and Ecotourism: Establishing a lexicon for clear dialogue

The NRC continues to address the challenge of defining exactly what is meant when someone refers to “nature tourism”, “Ecotourism”, “sustainable tourism”, or even “Geotourism”. All these terms are used freely by different groups and interest to define what their take on the subject might be, and to promote agendas. In moving forward the NRC has made progress in arriving at an understanding and process for addressing differences in constituency definitions.

A leader in tourism planning and development The Minnesota Extension Tourism Center has provide some excellent leadership in helping to provide definitions:

- "Nature-based tourism is travel to a destination for the primary purpose of enjoying and experiencing nature."
- "Ecotourism is a form of nature-based tourism that minimizes impacts and promotes conservation of the resources upon which it depends. The Ecotourism Society, a US-based non-profit organization of industry professionals defines ecotourism as, 'responsible travel that conserves natural environments and sustains the well-being of local people' ".
- "The Ecotourism Society further defines nature tourists as tourists visiting a destination to experience and enjoy nature, while wildlife-based tourists are those who visit a destination to observe wildlife. Despite the distinction, these two are inextricably linked."

With regards to Ecotourism it might also be said that there is inherent in the definition a certain assumed code of ethics, which in turn might lend itself to certification. The NRC has looked at this at length and has begun to chart a direction that will result in common ground being established.

David Vail a member of the Committee and author of the white paper addressing tourism for the Blaine House Conference on Natural Resource-Based Industries has provide worthwhile observations in this arena: *See Appendix E for a copy of Mr. Vail's Blaine House Conference white paper*

- “Ecotourism is not a specific type of activity, but rather an approach to the organization and provision of nature-based tourism services. Specific accredited activities could run the gamut from wildlife watching to whitewater rafting to windjammer cruises.”
- “In nations like Australia and Sweden, certified ecotourism is proving not only to enhance nature conservation but also to be a profitable niche venture and an important branding device. As such, it contributes to economic sustainability and community vitality as well as ecosystem health.”
- “... economically distressed rural regions Maine might benefit greatly if we became the first state in our region to implement an ecotourism certification system -- whatever name we choose to give it.”

Suffice it to say that the NRC has looked at a wide range of activities that fall under the definition of “nature tourism” and feels that keeping the definition open suites Maine’s needs the best. However the NRC also recognizes the importance of embracing the philosophy of “ecotourism” and pursuing strategies that might result in some form of certification and accreditation. Whatever route is taken it is also clear that the private sector needs to take the lead with support and encouragement from govenment.

Key Findings of the NRC: Opportunities and Obstacles Associated with Nature Tourism

Nature Tourism in Maine has great potential. The research done by the Maine Office Tourism shows that it's marketable trips in particular benefit from this resource ("marketable trips" are those trips that can be influenced by marketing). In particular "outdoor recreation" accounts for 21% of marketable overnight trips and 17% marketable day trips and "touring" accounts for 38% of marketable overnight trips and 18% marketable day trips. While "outdoor recreation" with its destination specific interests such as skiing, snowmobiling, hunting, and fishing clearly falls in the category of "nature tourism" "touring" also plays a major part in bringing people to experience Maine's natural riches through activities such as whale watching, Agritourism, day hiking, short excursion canoeing and kayaking.

Nature Tourism in Maine is multi-faceted. The NRC has recognized several major industry activity headings, under which numerous other activity types fall. The NRC also recognizes that there is considerable cross over between the headings, which has a blurring effect on the definitions. Some of the major headings identified by the NRC along with sub category examples are: Soft Adventure –includes; day hiking, canoe float trips, and whale watching, Hard Adventure – includes; white water rafting, overnight back packing, and mountain biking, Hunting, Fishing, Agritourism – includes pick you own opportunities, open farm days, Watchable Wildlife – includes bird watching and moose safaris, and Cultural Tourism – includes; heritage day events, historical societies, museums. Each one of these major headings requires extensive research and debate to be able to effectively provide practical, economical, and workable action recommendations.

The NRC has defined some next steps related to the larger topic of Nature Tourism.

These next steps deal with systemic concerns such as:

- coordinated land management practices that insure access to resources

- reconciling needs for development with carrying capacity - both physical and social
- increased capacity of economic development providers to support tourism development opportunities
- unified branding
- enhanced higher educational and research capacities

These recommendations were presented as part of the proceedings for Blaine House Conference on Natural Resource-Based Industries.

The NRC played a major role in defining the recommendations that were presented at the Conference in November. These recommendations, now part of the Governor's agenda, were carefully drafted to reflect the larger elements of the NRC's work plan and to support the outcomes of this report. The NRC determined that it was imperative to insure that one focused agenda was established across government and private sector for addressing the needs and opportunities associated natural resource based tourism. *See Appendix F for an executive copy of the Blaine House Conference report.*

To assist in the NRC's primary task "to provide recommendations for action regarding nature-based tourism" the committee established a subcommittee to deal with one of the largest trends in Nature Tourism today, Watchable Wildlife. This Subcommittee with input from the NRC produced an excellent summary of the present situation in Maine regarding watchable wildlife. This report includes bird watching as a subset, as well as some practical next steps for action. *See Appendix H for the Subcommittee's detailed report and Appendix G for Subcommittee membership.*

The Watchable Wildlife subcommittee in addition to establishing a clear process and action steps has provided a model for addressing opportunities and obstacles associated with the larger picture of enhancing Maine's Nature Tourism product offerings. As a result the NRC is in the process of identifying similar subcommittees to watchable

wildlife with the task of defining recommendations and actions for the other categories of Maine's Nature Tourism offerings.

Recommendations and Next Steps

Recommendation # 1 deals with the outcomes of the Watchable Wildlife Subcommittee's work. This recommendation is seen as a case study for addressing the larger subject of Nature Tourism and to help define a model for how the state might grow a healthy Nature Tourism industry into the future. The second recommendation deals with the ongoing work and role of the NRC.

The first recommendation is two fold: 1. "visioning" and 2. pilot projects. With regard to the "visioning" the NRC recommends that a consultant be sought with particular experience in the area of watchable wildlife and nature tourism policy development. There are several companies that have been identified as potential providers in this effort. One in particular is Fermata. <http://www.fermatainc.com/>. Fermata is a leader in the establishment of numerous products,, which highly recognized for their comprehensiveness and quality not to mention economic impact. In particular Fermata conceptualized and implemented the nation's first birding trail – the Great Texas Coastal Birding Trail in partnership with the Texas Parks and Wildlife Department. Fermata has also worked on other birding and wildlife trail projects in, Virginia, Louisiana, Oklahoma, Wisconsin, Alabama, and Connecticut to name a few.

Furthermore, Fermata has compiled considerable data which clearly point to the conclusion that nature-based tourism, with its emphasis on quality experiences and a broad range of associated cultural amenities, often lays the groundwork for broader economic development in areas which have traditionally been considered too far from population and economic centers to support industries typically associated with sustainable jobs and incomes. Given the rural nature of much of Maine, as well as the state's abundant and diverse selection of natural resource assets, Fermata's research

provides an exciting range of options as policymakers work to bring economic diversity to regions of the state, which have traditionally been defined by limited economic options.

The visioning process might take up to six months but would provide the needed comprehensive road map - identifying capacity and opportunities for product development. The NRC through its subcommittee has already identified a number of opportunities as well as partners in helping to establish the vision but it would be through the expert guidance of such a provider that the NRC feels an effective workable product could be arrived at cost effectively. The NRC sees this first step being a joint effort of IF&W, DECD, DOC, business, and private sector non governmental interests such as Maine Audubon.

Concurrent with the “visioning” project the NRC recommends establishing up to three pilot projects that could be used as case studies in helping to implement the final vision. These pilot projects would be geographically and seasonally dispersed and would work off already existing efforts. The NRC feels that it is important to work with preexisting efforts for a number of reasons: 1. Community support, 2. Established organizations infrastructure, 3. Potential for success.

In selecting pilot projects the NRC recommends establishing guidelines for awarding support that would consider: projects that help an economically, socially, and or resource distressed constituency and projects that are replicable. The NRC would develop and implement an application process that would reflect these and other considerations. The NRC has discussed several potential projects but recommends developing the guidelines for the pilot project program before proceeding.

The implementation of the pilot projects would be in concert with the visioning work and involve directional input of the visioning consultant. The private sector and local government interest in the pilot project areas would lead the process with the departments of DECD, IF&W and DOC providing oversight and support.

The NRC recommends that an estimated overall budget for implementing the first recommendation be:

Visioning	\$ 70,000
Pilot Projects	<u>\$ 450,000 (3 projects at \$150,000 each)</u>
Total	\$ 520,000

Recommendation #2 concerns the NRC. While the visioning and pilot projects, which will be overseen by the NRC, will provide on the ground immediate results the NRC will also continue its efforts to further clarify actions for the other elements of Maine’s nature tourism offerings. This will involve setting up additional sub committees replicating the Watchable Wildlife committee to define and propose action associated with the major headings referenced earlier in this report, i.e. Soft Adventure, Hard Adventure, Hunting, Fishing, Agritourism, and Cultural Tourism.

The NRC work is a long-term process and it believes a fully developed and practical approach to establishing a healthy and economically productive nature tourism industry for Maine is attainable and in the near future.

The NRC will report back to the BRED Committee its results and progress in another year, including further recommendations and actions.

Appendices

- A. NRC Committee Members**
- B. Interview List**
- C. Survey Instrument**
- D. Forum Locations**
- E. Executive Summary Blaine House Conference Report**
- F. Blaine House white paper - D. Vail**
- G. Watchable Wildlife Subcommittee Report**
- H. Watchable Wildlife Subcommittee Members**
- I. University of Maine Cooperative Extension “Tourism Economic Development” (TED) information model**

Section 1

Appendix C

Watchable Wildlife Report

RECOMMENDATIONS FOR DEVELOPING WILDLIFE WATCHING OPPORTUNITIES IN MAINE

March 11, 2004

From the Wildlife Watching Subcommittee to the
Natural Resources Committee of the Maine Tourism Commission

Susan Gallo, Maine Audubon, Chair
Anne Ball, Consultant to Maine Office of Tourism
Judy Berk, Natural Resources Council of Maine
Nathaniel Bowditch, Maine Office of Tourism and Co-chair Natural Resources Committee
Bob Croce, Spencer Pond Camps
Bob Duchesne, Maine Audubon
Sean Faircloth, Representative Maine Legislature
Donna Fichtner, Greater Bangor Convention and Visitors Bureau
Lisa Kane, Maine Inland Fisheries and Wildlife, Maine Wildlife Park
Danny Legere, Maine Guide Fly Shop, Greenville
Mark McCollough, US Fish and Wildlife
Karen Morris, Maine Inland Fisheries and Wildlife;
Sandy Neily, Maine Conservation School
Bret Poi, Maine Department of Transportation;
Jeff Rowe, Maine Campground Owners Association, Co-chair Natural Resources Committee
Steve Spencer, Department of Conservation, Bureau of Parks and Lands
Judy Walker, Maine Audubon
Joe Wiley, Maine Inland Fisheries and Wildlife and Department of Conservation

INTRODUCTION AND BACKGROUND

Wildlife watching is big business. In fact, wildlife watching is the biggest outdoor tourist industry in Maine. Wildlife watchers look for whales and seals along the coast, visit seabird nesting islands, take “safaris” to see moose, and comb the woods, wetlands and coast for birds. They also watch wildlife in their own backyards, buying bird seed, feeders and binoculars to enhance their wildlife watching experience. In 2001, wildlife watchers in Maine spent \$346 million, compared to \$251 million by anglers and \$162 million by hunters (USFWS 2001). Wildlife watching in Maine in 1996 produced more than \$330 million in total economic output, more than downhill skiing (\$250 million) or snowmobiling (\$225 million) (MAS 1997). Wildlife-related recreation (including wildlife watching, hunting and fishing) generated more than \$1.1 billion in total economic output in 1996 (USFWS 1996, MAS 1997).

Of the estimated 778,000 wildlife watching participants in Maine in 2001, a little over half, or 419,000, can be considered wildlife “tourists”, traveling more than a mile from home with the primary purpose of observing, feeding, or photographing fish and wildlife. More than half of the wildlife “tourists”, 260,000, were from out of state. Wildlife watching is clearly comparable with both hunting and fishing in terms of participants, with an estimated 164,000 hunters and 376,000 anglers in Maine in 2001 (USFWS 2001). Of course, many wildlife watchers also hunt and fish; about a third of Maine resident anglers and hunters also engaged in some form of wildlife watching “tourism” (USFWS 2001). More than half of Maine residents (51%) watch wildlife either around or away from home, giving us the fourth highest ranking for resident participation in the country (USFWS 2001).

Although total spending for wildlife watching has increased in the last decade, participation from both non-residential (away from home) wildlife watchers and out-of-state wildlife watchers has decreased. However, these numbers reflect only those people for whom wildlife watching was the *primary* purpose of their trip. We know tourism in general has been increasing in the last

Table 1. The Economics of Wildlife-watching (USFWS 1996, 2001)		
	1996	2001
Total Expenditures	\$220 million	\$346 million
Trip-related Expenditures	\$126 million	\$147 million
Average per Participant	\$259	\$445
Non-resident Expenditures	\$108 million	\$105 million
Participants in Maine	764,000	778,000
Non-residential Participants (>1 mile away from home)	454,000	419,000
Out-of-state Participants	321,000	260,000

two decades in Maine, and there is no doubt that the number of people who add a wildlife watching activity into part of a general touring trip in Maine is significant. Including people on these types of trips would increase dramatically both participation and expenditures for wildlife watching. Trip-related expenditures, which are particularly relevant to the Maine economy, have

increased for primary wildlife watchers, with average spending per participant almost doubling in five years, from \$259 per trip in 1996 to \$445 per trip in 2001 (USFWS 1996, 2001).

The expenditures and participation rates documented above are potentially only a drop in the bucket. They have happened in the absence of any comprehensive plan for promoting Maine’s

many opportunities for wildlife watching, and without any extensive advertising programs targeting this particular market. This speaks to the high quality and variety of Maine's wildlife and outdoor opportunities.

Maine has a unique mix of wildlife and wildlife habitats found in few other places in the country, and certainly in no other place in the northeast. The potential for promoting existing wildlife watching opportunities and developing new ideas is great. Our coasts are home to seals, whales, and seabirds, some of which are found nowhere else in the U.S. Our mountains in the west host rare alpine birds, and to the north a whole suite of unique birds are associated with boreal habitats. Our northern forest is unique and home to many elusive species. Our wetlands host unique and diverse waterbird populations that can be particularly accessible and attractive to wildlife watchers. Our lakes host the largest population of Common Loons in the northeast, and are home to unique species of dragonflies, frogs, and fish. Our rivers are home to many species of sea-run fish from alewives that run each spring to the nation's only populations of wild Atlantic salmon. Moose are a large and visible attraction in many parts of our state.

It is difficult to draw a distinction between wildlife watching and other nature-based outdoor opportunities. A white-water rafter may turn out to be an enthusiastic wildlife photographer. A hiker may become intrigued with moose or bear after seeing them on an early morning expedition. Many sportsmen and women consider wildlife watching and other natural phenomena to be an integral part of the hunting and fishing experience. Leaf peepers may be treated to excellent wildlife viewing opportunities in the fall.

Although this report has taken wildlife watching in particular as a manageable topic for developing ideas and recommendations, there is no question that wildlife watching is deeply integrated into many other aspects of nature-based tourism and recreation. Any development of wildlife watching programs in Maine should be fully integrated into a larger plan that includes all aspects of wildlife-associated and nature-based tourism, including hunting and fishing, outdoor recreation, cultural heritage and agri-tourism. It should also tie in fully with a vision for economic development, particularly in the more rural and economically depressed areas of the state.

The bottom line for both wildlife watching in particular and nature-based tourism in general is the careful management and protection of the wildlife and outdoor resources on which they depend. The Department of Inland Fisheries and Wildlife (DIFW) is responsible for a huge mandate, which focuses on preserving, protecting and enhancing fish and wildlife resources of the state. Their mandate is woefully under funded. Their primary source of revenue is license fees, and understandably, the sportsmen and women who pay those fees expect game species to be the highest priority of agency personnel. The Department of Conservation oversees the management and protection of 17 million acres of forestland, 47 parks and historic sites, and more than 480,000 acres of public reserved land on a very limited budget. Wildlife obviously has a very broad audience, which has the potential to improve long-term and stable funding for both departments.

WILDLIFE WATCHING PROGRAMS IN OTHER STATES

Many states have successful Watchable Wildlife programs that use highway signs, pull-outs, parking areas, educational kiosks, and printed guides to direct wildlife watching tourists to ideal

places for wildlife viewing. Time did not allow for case studies to be made of other state programs. These programs have attracted tourists by making places to view wildlife easier to find and increasing accessibility. They also educate visitors about wildlife resource conservation, and ideally raise awareness of the need to manage, protect and conserve wildlife resources. The Great Texas Coastal Birding Trail is one of the premiere systems of wildlife watching sites in the country (http://www.tpwd.state.tx.us/birdingtrails/coastal_trail/). Virginia has a newly completed state-wide birding trail (http://www.dgif.state.va.us/wildlife/birding_trail.html) and the company Great American Trails is now coordinating several regional birding and nature trails (<http://www.greatamericantrails.com/intro.html>). More than twenty other states have coordinated wildlife watching programs.

WILDLIFE WATCHING IN MAINE

The committee reviewed the current status of wildlife watching activities in Maine, and developed six areas, listed below, where programs could be expanded.

1. Watchable Wildlife: A system of road or trail-side sites that offer wildlife viewing opportunities, accompanied by printed informational guides and road signs.

Current Watchable Wildlife Program:

Although there is no formal Watchable Wildlife program in the state, DIFW printed a guide to watchable wildlife sites in 1994 titled *On Wings, On Water, In the Woods*. There were 10,000 copies printed, about 6,000 sold and approximately 4,000 are left, outdated and distributed free. The educational pieces included in the guide regarding wildlife viewing etiquette and protocols are useful. In 1995, selected watchable wildlife sites in Maine were featured in an issue of the L.L. Bean catalog as part of a federal “Partnership for Wildlife” program. Through this program, DIFW and LL Bean used federal grant money to produce 15 fiberglass embedded full color signs. These were placed at sites along the coast of Maine. In 2001, DIFW, in conjunction with the Office of Tourism printed 75,000 copies of an updated wildlife watching brochure. This includes information about habitats, wildlife areas and species types, including spots and drives for moose watching. Overall there is little to no infrastructure, either on interstates or within towns and communities, supporting watchable wildlife sites.

Opportunities for Improving Our Watchable Wildlife Program:

A network of sites that have the potential to support wildlife watching activities should be identified state-wide. Tables Two and Three identify some of the potential areas to consider when selecting Watchable Wildlife sites and some of the key focal elements for those sites. The subcommittee felt that even though the program is titled “Watchable Wildlife”, the scope of the sites should include other natural phenomenon.

Table 3. What Could Be Featured at Watchable Wildlife Sites
<i>Plants/Fungi</i> Lady slippers Lupines Wildflowers Mushrooms
<i>Fish</i> Spawning Spectaculars Alewife/shad/salmon runs
<i>Birds</i> Puffins Shorebirds Hawks Warblers Boreal species Osprey Eagles Seabird nesting colonies Wintering seabirds Loons
<i>Mammals</i> Moose Whales Seals Tracking locations
<i>Insects</i> Butterflies Dragon and Damselflies Moths Beetles

Table 2. Where Watchable Wildlife Sites Could Be Located	
Old Growth Forests	Bogs
Wilderness	Alpine areas
Tide pools	Boreal forests
Salt Marshes	Working forests
Caves	Coastal islands
Cliffs	Beaches
Waterfalls	Fishing villages
Reversing falls	Vernal pools
Beaver dams	Deer yards
Pine barrens	Eskers
Ecological Reserves	Blueberry/Cranberry fields
Migration sites	Sporting camps
Industrial forest land	Public lands
Fish hatcheries	Land trust property
Rivers	Nature centers
Coast	Lakes
Urban Environments	

The subcommittee also felt strongly that local communities should be very involved with the process of identifying and promoting Watchable Wildlife sites. Staff from DIFW and DOC should play a technical role, advising communities of potential sites that are available and of course having oversight for resource protection. Their role might also be to coordinate the sites on a state-wide basis. Wildlife organizations around the state have the opportunity to play a key supporting role, generating community

interest, income and involvement with site identification and stewardship.

The subcommittee identified several issues that should be considered when creating a network of Watchable Wildlife sites:

a. Resource Protection: A primary concern for any Wildlife Watching program is protection of the resource being watched. Maine's wildlife, plants and natural communities are public trust resources and both DIFW and DOC are mandated by statute to:

- Preserve, protect and enhance fish and wildlife resources, plant and natural communities and geological features of the state
- Encourage the wise use of these resources
- Ensure coordinated planning for these resources
- Provide for effective management of these resources

Although wildlife watching is usually considered a "non-consumptive" activity, viewing wildlife can have negative impacts on individual animals and populations. Disturbance by viewers can disrupt breeding or feeding and increase energy demands through increased activity or stress. In addition, uncontrolled access by wildlife viewers can damage habitat or disrupt animal behavior to the point that viewing opportunities are reduced or lost.

DIFW and DOC should play a significant role in establishing rules for any Watchable Wildlife endeavor to insure that their mandates are fulfilled. Both agencies should have oversight authority of Watchable Wildlife ventures to ensure that they are sustainable and that potential negative impacts of Watchable Wildlife programs are minimal. Any Watchable Wildlife activity that causes changes to natural resources, including fish, wildlife, plant and natural communities should be avoided or at least closely monitored.

A critical component of resource protection for any Watchable Wildlife program is education. Visitors must be informed and educated about the importance of proper viewing and watchable wildlife etiquette, both for their own safety as well as the wildlife in question. Other information that should be passed on to visitors to assure resource protection includes wildlife natural history, habitat relationships and protection, and the role that both public and private landowners play in providing viewing opportunities. Specifically, state agencies should partner with NGO's and the private sector to develop written educational material for distribution at visitor's centers, chambers of commerce, sporting camps, and other final destination sites to assure protection of the wildlife watching resource. There are many publications on which to base this educational material (see "References" and "Education and Outreach" for additional recommendations regarding the development of educational materials)

b. Existing Facilities: Should be used whenever possible. For example, fish hatcheries, the Maine Wildlife Park, Swan Island, and DIFW regional wildlife management areas could be used as watchable wildlife sites and may be especially suitable for outreach and education activities.

c. Existing Watchable Wildlife Businesses: Watchable Wildlife sites should be coordinated with an inventory of existing businesses in the state that currently support wildlife watching activities such as sporting camps, guide services and outfitters. Chambers of commerce and the CVB network of information centers should be included. Additionally, there are several gateway communities that have programmatic and/or resource education centers to educate the local and traveling public. These communities should be considered as focal points for developing a watchable wildlife program (e.g., the Downeast Heritage Center in Calais; the Natural Resource Education Center in Greenville (currently programmatic, in process of fund-raising for a building); the Gulf of Maine Aquarium in Portland, among others.)

d. Accessibility: Watchable Wildlife sites should vary in their level of accessibility. Fermata, Inc., a company that specializes in developing watchable wildlife and other nature-based tourism opportunities, has developed the concept of "avidity" levels. People who have yet to experience wildlife or nature are considered "uninitiated", and are the largest group of potential wildlife watchers. Key to a successful watchable wildlife program is exposing this group to easy wildlife watching opportunities. Using "portal" sites or species, where the likelihood of success in wildlife watching viewing is high and/or the spectacle to be seen is dramatic is an excellent way to "initiate" this group. Some wildlife watching sites should require simply driving up and opening a car door. This is important both for novice wildlife watchers and the "uninitiated" as well as for wheelchair accessibility. At the other extreme, some should require substantially more effort (e.g., hiking long distances, difficult terrain, etc.) for "avid" wildlife watchers. Having a variety of sites available could potentially keep visitors coming back to "move up" in difficulty or accessibility. As their experience level increases, they return to find sites that are increasingly challenging.

e. Public Health and Safety: Public safety is another primary concern for developing a Watchable Wildlife program. Sites should be safe, with adequate pull-offs and parking. Sites also need plenty of room for people to get out of vehicles with binoculars, children and other paraphernalia for the wildlife watching experience. Current wildlife watching scenarios in

many locations throughout the state involve people stopping on dangerous roads or in the middle of major traffic arteries to view and photograph moose and other species. This is a hazard to the traveling public.

Additionally, sites that are anticipated to be heavily used must have some accommodations for trash pickup and public toilet facilities, otherwise the environment will be further damaged by overuse.

f. Location: Sites should be located statewide in all eight tourism regions throughout Maine.

g. Season: Sites should be selected to include a variety of seasonal experiences for users on all levels of viewing experience from casual to avid.

h. Private sector/landowner involvement: Although there is considerable public sentiment that public lands should be utilized more effectively for public experiences, sites should not necessarily be limited to public land. Agencies should work with private landowners to develop the possibility of Watchable Wildlife sites on private land. Potential partners include Maine's extensive land trust network and industrial forest landowners in northern Maine.

A successful Watchable Wildlife program also needs adequate infrastructure, educational and outreach material and marketing/promotion. Those topics are discussed as they apply to all wildlife watching activities starting on page 12.

2. Specialty Trails: A network of sites that are grouped by common themes and that connect into a manageable system of travel. Common examples are birding trails, garden trails and fishing trails.

Current Specialty Trails:

There are two organized specialty trails in Maine, neither directly focused on wildlife. The brochure *Make a Splash Fishing in Maine* was produced in 2001 by the Maine Office of Tourism in partnership with DIFW. This brochure highlights species types, fishing locations and viewing locations. *The Maine Garden and Landscape Trail* was produced in 2001 by the Maine Office of Tourism in partnership with People, Places and Plants Magazine, Maine Olmsted Alliance for Parks and Landscapes, Maine Department of Agriculture, McLaughlin Garden and Pine Tree State Arboretum. The statewide guide highlights gardens and landscapes that are open to the public.

Maine Audubon is laying the groundwork for a Maine birding trail. Bob Duchesne, a volunteer for the organization, is working with local Audubon chapters and others to identify possible sites, collect species information, and gain community support. Funding is needed for this project, and a timeline for when and how to move it forward will depend in part on the outcome of this report.

Opportunities for Expanding Specialty Trails:

The creation of a network of Watchable Wildlife sites as outlined above could potentially serve as a starting point for the creation of innumerable specialty trails. A birding trail is an

obvious choice to connect all Watchable Wildlife sites that incorporate birds as their focal species. Sporting groups in Maine have expressed an interest in developing a state-wide fishing trail. Other trails suggested for consideration by the subcommittee include geologic, wildflower, loon, mushroom, tidal pool, wild berry and moose-viewing. Wildlife trails should be integrated with other cultural, historical and agricultural attractions, perhaps into regional tourist trails.

Traditional trails in the last decade have been created in the style of a road map, with one side graphically detailing the locations of the sites, and the other side containing other written information such as the resources available at the site and highlights of what are seen at each site. More recently, trails are moving towards web-based designs that have great flexibility in their design, allowing timely updates of additional sites or changes in features or facilities offered at a site. Also, visitors can customize their “trail maps” to the time of year, region where they are visiting, or area of interest. A prototype database under development at the website of Great American Trails (www.greatamericantrails.com) will allow users to search across trails in multiple states. Maine is poised to take advantage of this latest generation of trail development, which could lead to not only a birding trail, but to a whole network of nature-based specialty trails. Ultimately, a web-based trail system could be supported over the long-term by hotels, restaurants and retailers that realize an immediate benefit from potential visitors. Although some committee members have expressed concern about this mechanism as adding another cost to small businesses that are already overburdened with fees and memberships, others have argued that these businesses stand to gain the most when specialty trails succeed and therefore should shoulder some of the cost.

3. Nature Centers: Buildings that are open to the public whose staff specialize in providing programs and information about the natural world.

Current Nature Centers in the State:

Given the time and scope of this report, we are not able to do an exhaustive inventory of nature centers around the state. However, several were mentioned during meetings of the subcommittee. Maine Audubon has nature centers in Falmouth and Holden that house educational programs, resource materials and visitor services. In addition they have several sanctuaries that have varying levels of infrastructure to support visitors. Other organizations with nature centers include Chewonki in Wiscasset, Wells National Estuarine Reserve, the L.C. Bates Museum in Hinckley, and the Boothbay and Gulf of Maine Aquariums. Federal facilities include visitor centers on Mount Desert Island for Acadia National Park, and in Wells for the Rachel Carson NWR. Baxter State Park has a visitor center in Millinocket. Two popular facilities owned and operated by DIFW are Swan Island and the Maine Wildlife Park, both of which have significant infrastructure to support visitors for wildlife watching. The Maine Forest Services Insect Collection at its Entomology Laboratory in Augusta is open to the public. The new Downeast Heritage Center will be opening in Calais in April 2004. Celebrating more than 12,000 years of Downeast regional culture and natural history, the center will have exhibits, interpretive displays, and interactive programs for all ages focusing on the region's outdoors and natural wonders.

Leaders in the Greenville area first envisioned a natural resource education center in the 1970's. They recognized the need to educate local citizens as well as the visiting public about natural resource and heritage issues. In October of 1995 that community completed a

feasibility study for the Natural Resource Education Center. Because the group of volunteers was unable to gain financial support from the large landowners or state leaders for the infrastructure, they developed significant programming to accomplish their educational goals and to build grass-roots support. That programming effort is active year round while the group still seeks the two million in funding to build the center on land that was donated for that purpose adjacent to a DOT scenic overlook. Adjacent to the property is a well managed tract of forest land owned by heirs of a local family willing to support educational trails and activities on that land as well.

Opportunities for Expanding and Improving Nature Centers:

Additional state-of-the-art visitor centers could support wildlife watching activities and further enhance the quality of the wildlife watching experience in Maine. The quality of the wildlife watching experience a visitor has is a function not only of what he or she sees but also how they were inspired and enlightened by the experience. Nature Centers are one way to help build a high-quality, value-added experience. They also could provide a coordinated outlet for educational material about wildlife watching, host outdoor programs, and offer guide services and trip planning resources. Where possible, the state should support and expand existing centers and plan for new centers within existing facilities (regional offices of DIFW, and regional offices of the Maine Forest Service for example).

One prevalent theme in recent interviews with natural resources professionals conducted by Elizabeth Munding for the NR Committee was support for an educational network of Natural Resource Information and Interpretive centers in key locations around Maine (e.g., Calais, Greenville, Millinocket, Bethel, Grand Lake Stream, Patton, Jackman, Eustis). The purpose of the centers would be to help governmental resource agencies be more efficient and effective in the delivery of educational information and dissemination of visitor information. This would be an effective and efficient method of educating the Maine public at the same time as servicing the visiting public. Suggested trip itineraries, guiding services, and all necessary informational services would be available from these locations. Towns and state (multi-agency cooperation) should work together to coordinate this effort, which would help improve and maintain wildlife and other natural resources. Local regions or towns should consider what nature centers could do for their communities, how they could enhance local businesses, and how they could tie in to a network of Watchable Wildlife sites.

4. Nature Festivals: Themed events that bring people together to celebrate a natural event, learn more about the natural environment, create business and sales opportunities, and often raise funds for an environmental cause.

Current Nature Festivals in Maine:

There have been a variety of festivals throughout the state in the past, some more successful than others. None other than Moose Mania have yet reached beyond local audiences. They include:

Maine Loon Festival (Maine Audubon): Held annually in different spots around the state in late '80s and through the '90s. The festival was popular for several years but success waned over time. The festival focused on families, with primarily educational activities.

Maine Wildlife Festival (Maine Audubon): Held for several years in the late '90s at Maine Audubon's headquarters in Falmouth, the festival had a day of lectures about wildlife issues followed by a day of events and programs. It was not well attended, and has not been held in recent years.

Downeast Spring Birding Festival (Cobscook, Calais and Eastport Chambers of Commerce): This is the first year for this new event, which will be held during Memorial Day weekend. Attractions include self-guided trips, guided tours, presentations and shopping opportunities. The events are well organized and hopefully attendance will be high. More information at www.downeastbirdfest.org.

Warblers and Wildflowers Festival (Bar Harbor Chamber of Commerce): This festival is held annually in May or June in Bar Harbor. It includes bird walks, tours of Mount Desert Island gardens, lectures and social events.

Maine Wildlife Park Open House (DIFW): An open house event held each spring at the Maine Wildlife Park in Gray that attracts several thousand visitors.

Forest Heritage Days (Greenville): This mid-August festival, running for more than 10 years, celebrates the forest resource with educational seminars, programming, forestry tours, the game of logging, bean suppers, Maine folk music and more. Mainers and visitors alike support this annual event.

Moose Mainia (Greenville Chamber of Commerce): Moose Mainia was initiated by the Moosehead Lake Region Chamber of Commerce in 1993 to attract vacationers during the shoulder season (mid-May to mid-June). The festival was in response to huge visitor demand (98%) to see moose during the height of tourist season and the local recognition that the prime moose viewing season is actually late spring/early summer when moose are highly visible on the roadways, licking the residual winter salt as they wait for the aquatic plants to grow to succulent size. During the height of the visitor season, moose actually migrate further back into the wooded areas as the heat becomes more intense. Though still visible, the moose viewing experience is far more unpredictable in late summer.

Promotions targeted vacationers specifically interested in the fast-growing market of moose watching. It is currently a month-long event that includes the following activities: mountain bike race, canoe race, rowing regatta, fly casting contest, photo contest, large craft fair, guest speakers, guided moose trips by land, water and air, and a canoe raffle. Educational seminars acquaint the public with the habits of moose, teach moose calling skills and discuss moose natural history. Part of the fun of the seminars is the opportunity for the uninitiated to actually taste various dishes using moose meat prepared by local chefs. Retail stores realize increased sales by capitalizing on tourist's love of moose and moose-related paraphernalia, and several guide services have successfully specialized in Moose Safaris.

In the early years of the event, the public actually tracked their moose sightings on a large map located at the Chamber of Commerce office. In this way, visitors throughout the month could see clearly the prime moose watching locations throughout the region.

During the first couple of years, money was raised from local merchants along with the raffle to establish about a \$2,000 budget. Press packets were put together and attracted national attention, including coverage by The New York Times, Wall Street Journal, San Francisco Times, Down East Magazine, Bangor Daily, Portland Press and many others, including international publications. A piece on the festival aired on Good Morning America. The entire Moosehead economy is reliant upon visitors for stability, and the region suffers a drought of economic infusion from the end of the snowmobile season in late March to the start of the summer season on the Fourth of July. Moose Mania is an excellent mechanism to bring in early “new” dollars at a time when the economy needs it most and at a time that previously experienced little tourist traffic. Any business owner in the region can attest to the importance of this event to the local economy. Beyond expectations, Moose Mania and all its media coverage put the Moosehead Lake Region and Greenville on the map as the premiere place in Maine to go to see a moose, not just during the month-long event but all summer long.

Although the Moosehead Lake Region has enjoyed tremendous economic impact from this event over the years, the community has not had the financial means to conduct an economic impact analysis of the specific impacts this event on the local economy.

Opportunities for Expanding Nature Festivals:

Maine has an endless number of wildlife events that could be celebrated in expanded nature festivals. Seasonal concentrations, migration events or “spectacle” events could all be the focal point for retail sales and educational programs. Most planners have so far been unable to capture national attention (with the exception of Moose Mania) for a Maine-based festival. The distance needed to travel to an event in Maine could be a factor, and many areas of the state where natural events are most dramatic lack the services and accommodations needed to host a successful event. Successful numbers to support a festival are very much dependent upon creating an experience that is easily achievable by people who are novices and ensuring a blend of activities that are fun as well as educational. The mix of activities must cross age groups and educational levels to insure a following. This year’s new Downeast Birding Festival should help gauge the public’s interest. Research into how other nature festivals have succeeded could help identify where and how nature festivals could prosper in Maine.

5. Citizen Science: Research projects that engage volunteers to collect data about wildlife science and environmental issues.

Current Citizen Science Projects in Maine:

Maine has a strong base of citizen scientists who participate locally in wildlife research projects. The Maine Amphibian and Monitoring Program was initiated in 1997 Maine Audubon and DIFW and enlists about 60 volunteers for spring surveys. Maine Audubon’s loon count began in 1983 and uses more than 1,000 volunteers for their one-day census of

Maine's lakes. There are over 150 owl volunteers who have surveyed on mid-winter nights since 2000 for Maine Audubon and DIFW. There are more than a dozen Christmas Bird Counts and more than 50 Breeding Bird Surveys across the state. DIFW coordinates long-time woodcock surveys with volunteers as well as damsel and dragonfly surveys. A three-year effort by Maine Audubon involved about 50 people who monitored vernal pools across the state. Other events where people can observe and learn more about research efforts include bird banding field trips (Maine Audubon) and events like the "Spawning Spectacular" at Craig Brook Fish Hatchery.

Opportunities for Expanding Citizen Science:

Earthwatch has created a successful model for eco-tourism through citizen science (www.earthwatch.org). Maine should explore options for building on the successful models already in place. One of the problems for existing programs is finding long-term funding to maintain monitoring programs. Strategic planning for citizen science opportunities should consider the existing programs and how they are funded, the research needs of the state's wildlife populations, and ties to economic and/or tourism development (if the citizen science opportunities are geared to bring people in from out of state). In some cases, citizen scientists could add measurably to the IFW work force where they are currently under utilized. However, it is also important to recognize that coordination of large numbers of volunteers typically requires significant staffing and oversight. This usually means new paid positions for volunteer management and coordination.

6. Guided Trips and Tours: Where wildlife watchers hire guides or attend field trips to have a value-added experience.

Status of Guided Trips and Tours:

Registered Maine Guides are an important resource for any wildlife watching program. For visitors to the more remote regions of the state, guides and sporting camp operators provide valuable resources for the enjoyment of wildlife. As wildlife watching has grown as an outdoor activity, Maine guides and sporting camps have specialized in promoting opportunities to enhance this experience for sports and guests. Web sites like www.maine-guides.org and maineguides.com offer more information on guides and their specialties.

Many of the recreational whitewater rafting guides have incorporated wildlife watching activities into their talks as they keep their customers entertained on the "quiet" portions of Maine's rivers. Bald eagles, otter, beaver and many other native species have become an integral part of the whitewater rafting experience.

There are several sporting camps that cater to moose watching and other wildlife watching activities. There are a number of small businesses that cater to wildlife watching along the coast (whale watching, seabird trips). Several national outfits run birdwatching tours in Maine. Several out-of-state universities run geological expeditions into the Moosehead Lake area every summer.

Opportunities to Expand Guided Trips and Tours:

The quality of a wildlife viewing experience is no doubt enhanced when accompanied by a knowledgeable, qualified and inspiring guide. There is no question that Maine Guides are qualified and knowledgeable, but some feel they lack the training to inspire visitors. Collaborative trainings by and for Maine Guides (and others) could create the opportunity for watchable wildlife “certification” of guides, trip leaders and educators to improve the quality of the Maine Guide experience. Certification could include elements of eco-tourism principles, which were discussed only briefly by the subcommittee. The state should consider an inventory of existing businesses in the wildlife watching industry. Initial efforts to enhance wildlife watching opportunities should tie in closely to those existing businesses and connect them to potential clients.

INFRASTRUCTURE FOR WILDLIFE WATCHING

Infrastructure is a vital component of any comprehensive wildlife watching program in Maine. One of the most obvious infrastructure needs are highways signs directing visitors to Watchable Wildlife or Specialty Trail sites. A simple icon identifying wildlife watching sites should be developed so that traveler recognition is both easy and automatic. Signs on less traveled roads and less signed areas of the state (e.g., the north woods) need special attention in planning and placement. This same icon system could be incorporated into printed maps and gazeteers used by visitors such as the Maine Map and Guide published by DeLorme.

Infrastructure that could be included at specific wildlife viewing sites depends on the location, the number of visitors and the accessibility of the site. Infrastructure needs must be considered at the beginning of program development, not as an afterthought. Obvious suggestions for possible infrastructure include viewing blinds, pathways or boardwalks, and kiosks or other outlets for educational information. Funds for these types of infrastructure can come from federal highway enhancement funds, and many states have received funding in the millions of dollars (Texas, Ohio and Pennsylvania, for example). Bonding is another option for these infrastructure improvements, which will pay a huge benefit in the long run. A detailed inventory of wildlife viewing sites would help identify specific infrastructure needs and prioritize those needs among the many sites that could potentially be developed.

Infrastructure improvements are critical to assure a quality viewing experience for visitors. Visitors must be confident that viewing sites are relatively easy to locate, and that once they arrive at a site, that their viewing opportunities are special.

Infrastructure outside of the actual viewing site needs to be considered. Generally the marketplace will handle the large infrastructural issues like motels, restaurants and retail outlets, if they present a viable business opportunity. However, wildlife viewing activities may be unsuccessful in the absence of such infrastructure, and if the market waits for needs to drive development, the infrastructure may never appear. Business opportunities and economic development should be assessed together with the development of wildlife watching programs to be sure economic opportunities are not missed.

EDUCATIONAL AND OUTREACH MATERIAL TO SUPPORT WILDLIFE WATCHING

There is no question that educational materials are vital to the success of a wildlife watching program. However, little can be done with educational and promotional materials until the sites are determined, defined and have at least minimal infrastructure developed. Books, maps, guides and websites will be necessary to support a wildlife watching program once it gets up and running. Educational websites may be supported in part by local businesses who are able to advertise their goods and services.

Educational materials will be especially important to assure that a site is viewed for all of its multiple values. For example, a wildlife viewing site may be selected primarily for moose, but may also be important for wildflowers, unique plants, natural salt licks, or other natural features. Assuring that people are aware of these other natural features will improve their wildlife viewing experience, especially if the focal or primary species is not present. Including information about how to identify signs of wildlife that is not present (tracks, scat, etc.) will also assure that their wildlife viewing experience is a positive one.

MARKETING AND PROMOTION OF WILDLIFE WATCHING

A successful wildlife watching program for the state of Maine will need a marketing and promotion plan in place. The Maine Office of Tourism should work closely with IFW and DOC to develop a plan that draws on the uniqueness of Maine's wildlife watching opportunities. MOT should consider packaging wildlife watching opportunities with other cultural and historic activities. "Green marketing" for businesses that support wildlife conservation, traditional crafts, value-added local products could help promote those businesses that help support local economies and protect wildlife habitat. Marketing plans should involve land owners and managers to assure open communication and joint decision making.

RESEARCH AND ASSESSMENT OF WILDLIFE WATCHING

A plan for research and assessment should be in place as a plan for a wildlife watching program is developed. A wildlife watching program, once underway, needs regular assessment to assure its success. Assessment of the impact to wildlife resources, the economic benefits to the local community and the experience of visitors will help assure that successful sites prosper and that sites with problems are either improved or closed to the public. Biologists and resource managers will need to be responsible for assessing the impacts on wildlife populations.

Visitor experience and feedback can be assessed in a number of ways. Business surveys, surveying the public (participants), doing exit surveys at nature centers after programs or trips are all options to consider. There would be many opportunities for feedback. The University of Maine is currently working with the Greater Bangor CVB and Chamber of Commerce to develop a survey for the people using the Orono Bog Walk to find out demographics of the users and learn more from the users about how to enhance their experience. The University and other academic institutions would be a valuable resource for research and assessment.

PLANNING FOR THE FUTURE OF WILDLIFE WATCHING

Some thought needs to go into oversight and planning for wildlife watching program. Resource management agencies are most directly involved but lack the economic development skills and the marketing and promotion needed to make the programs succeed. The Natural Resources Committee of the Maine Tourism Commission should continue to work across all sectors and report to the Governor's Blaine House Committee on Natural Resources. Partnering with the many NGOs and groups that have a vested interest in developing wildlife watching opportunities is an absolute necessity. Groups like Maine Audubon, the Natural Resources Council of Maine, Maine Innkeepers Association, Maine Campground Owners Association, Maine Guides Association and Maine Sporting Camps Association are just a few of the many organizations that should be involved with this process.

Funding for a wildlife watching program also deserves some consideration. State Wildlife Grants offer a limited source for both planning and implementation. A few other states have dedicated portions of their sales tax to fund wildlife conservation, including watchable wildlife programs. Many small foundations exist that could contribute to local projects. The idea of businesses buying into a watchable wildlife "membership" has been both supported and rejected by committee members (see page eight). Ideally, the funding needs for developing watchable wildlife opportunities should be incorporated into a larger plan for nature-based tourism, with significant resources coming from state government.

A strategic plan for wildlife watching

The subcommittee realized after lengthy discussion of the issues at hand that what was really needed was a strategic plan for how to proceed. The state should consider hiring an outside consultant with experience developing watchable-wildlife programs to help build a strategic plan, and implement recommended projects. Given the extensive background work that has been done by the Natural Resources Committee and by members of this subcommittee, as well as previous work completed on watchable wildlife projects, we have a solid base that a consultant can use to efficiently craft a plan. Ideally, the planning process will involve partnerships between government agencies, non-profits and businesses in local communities. Ideally, too, the plan is incorporated into a larger nature-based tourism plan that considers all aspects of wildlife-related recreation, not just wildlife watching.

There are several advantages to hiring an outside consultant for this work. A consultant with experience crafting successful watchable wildlife plans in other states will be familiar with what has worked or not worked and will help us avoid any common pitfalls to assure our watchable wildlife program succeeds. A proven track record and solid work experience are both key. A consultant that views nature-based tourism from a business perspective will help create jobs in Maine's small communities and will help to bridge the chasm between traditional economic development and tourism. A consultant with experience tying economic development with watchable wildlife will also be able to help focus on underserved communities that stand to gain significantly from an organized watchable wildlife program. As real economic benefits are realized and Maine adds value to its natural resources through a well thought out business plan, tourism will be taken far more seriously as an economic development tool. Additionally, quality of life will be enhanced for residents, making Maine more attractive as a relocation destination for businesses as well. Ideally, a coordinator could work with a consultant to assure cooperation

among the many partners and continue long-term on-going projects for wildlife watching in Maine.

Recommendations for Pilot Projects

In coordination with a consultant and a strategic plan, pilot projects could serve as showcases for the potential that wildlife watching has to offer. The exact pilot projects to be undertaken will be determined by both the strategic plan and advice from the consultant, but the following are some examples the subcommittee discussed.

1. Regional Wildlife Trail

Several areas present themselves as good potential testing grounds for a birding trail. The downeast region has some of the most spectacular wildlife in the state, and could help move traffic beyond Ellsworth. An interior watchable wildlife loop in either Greenville (where the region's wildlife tourism is fairly well developed) or Millinocket (where the local community has not fully taken advantage of nature tourism) could show the value of a trail to two different rural economies. Potential strategies for a pilot project include starting with a small number of sites, recognizing that eventually as the trail grows it will be filled in with additional sites. A pilot project could tie wildlife sites with cultural and historic sites.

2. Create a showcase nature center

Identify a potential watchable wildlife site where a state-of-the-art visitor center could be built, or where an existing nature center could be expanded and improved. The site should be near an urban center so it gets the maximum exposure to people. Showcasing what a nature center could do for a region could help funding efforts in the future. Some areas the committee thought would be ideal were Scarborough Marsh, Green Point Farm in Dresden, the Maine Wildlife Park and Swan Island.

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U.S. Fish and Wildlife Service, 2001-1, Birding in the United States: A Demographic and Economic Analysis (Addendum to the 2001 National Survey of Fishing, Hunting and Wildlife-associated Recreation) Available on-line at fa.r9.fws.gov/surveys/surveys.html)

U.S. Fish and Wildlife Service, 1996, National Survey of Fishing, Hunting and Wildlife-associated Recreation, Maine Summary Report (available on-line at www.census.gov/prod/www/abs/fishing.html)

OTHER REFERENCES AND SOURCES OF INFORMATION:

Websites of companies that work in the field of wildlife-watching and economic development:

Fermata (www.fermata.inc)

Watchable Wildlife Inc. (www.watchablewildlife.com)

Southwick Associates (www.southwickassociates.com)

Professional resource books for developing wildlife-watching opportunities:

Providing Positive WW Experiences, Deborah Richie Oberlbilling

Eyes on Wildlife, the Forest Service's Wildlife Watching Program

Wildlife Watching, A National Initiative, Sara Vickerman

Transportation Enhancement, Maine DOT

Protecting Wilderness, Nova Scotia

Keep it Wild: A Guide for Low Impact Recreation in Nova Scotia's Wilderness Areas, Nova Scotia

Sustainable Tourism in Protected Areas: Guidelines for Planning and Management. 2002. Paul Eagles, Stephen McCool, Christopher Haynes. Island Press.

Island Press offers many other resource books on ecotourism and sustainable development through tourism. For a complete list, visit www.islandpress.org.

Other wildlife and reference books:

Critters of Maine, Wildlife Forever, distributed to every 4th grader in the state in 2003

Section 1

Appendix D

Fermata Report Executive Summary



EXECUTIVE SUMMARY

Strategic Plan for Implementing

THE MAINE NATURE TOURISM INITIATIVE - SEPTEMBER 2005





Prepared by

FERMATA, Inc.

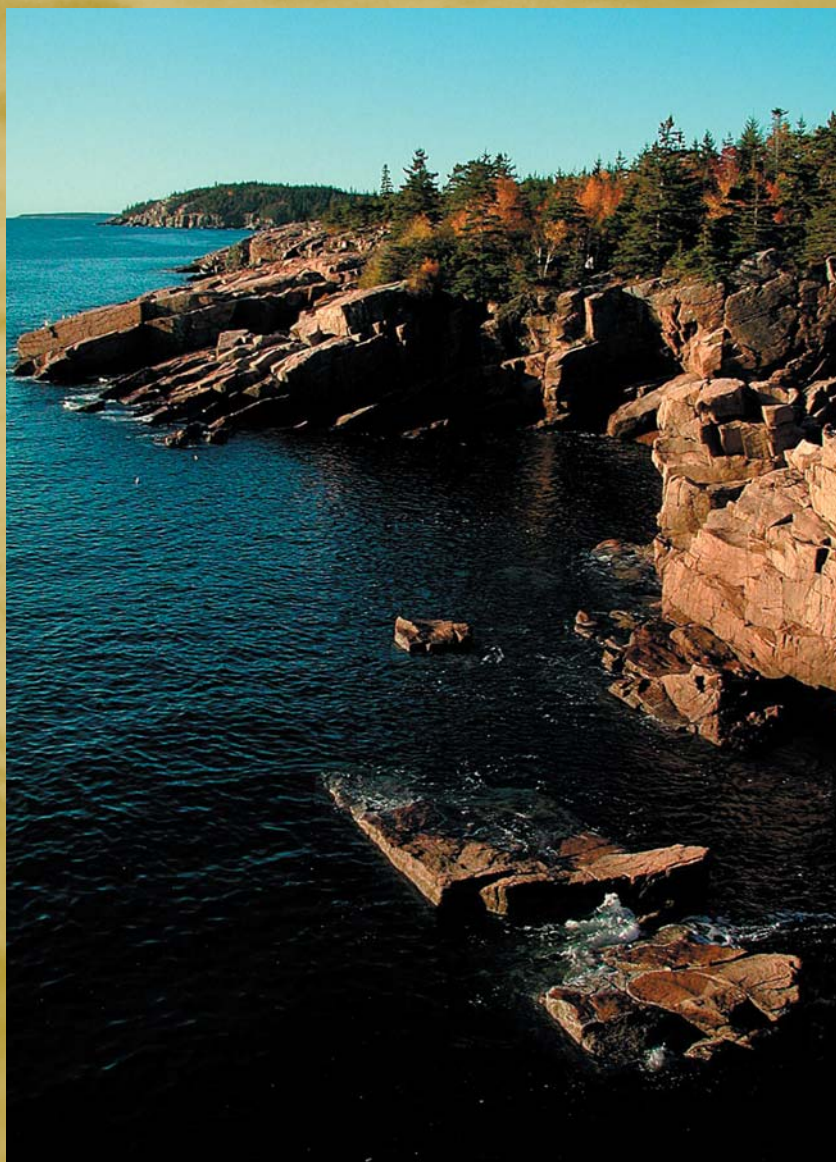
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Prepared for:

The State of Maine



FERMATA, Inc.
Executive Summary
Strategic Plan for Implementing the Maine Nature Tourism Initiative
September 2005

Background

The nature-based tourism discussion in the state of Maine was prompted by issues raised at the November 2003 Blaine House Conference on Maine's Natural Resource-based Industries. In September 2004, the Department of Economic and Community Development (DECD) retained FERMATA, Inc., a nationally-known experiential tourism development consulting firm, to assess Maine's opportunities in nature-based tourism; one of the fastest growing niches in the travel industry. Governor John Baldacci has provided leadership for the Maine Nature Tourism Initiative throughout the entire project.

FERMATA, Inc. worked with state agency representatives, members of various state level organizations with interests in tourism and natural resources, and stakeholders in three rural pilot project areas: the Western Mountains, the Highlands, and Downeast. In addition to DECD and the Maine Office of Tourism, several other state agencies are supporting this project including DOT, Department of Agriculture, Inland Fisheries & Wildlife, and DOC - making this a key administration initiative. Project guidance is provided by the Natural Resources Committee (NRC) of the Maine Tourism Commission, Donna Fichtner Chair. Regional project support is by Roger Merchant (Highlands), Bruce Hazard (Western Mountains), and Judy East (Downeast).

Project Goals

1. Demonstrate how nature-based tourism development can be planned and implemented across the entire state.
2. Establish the Maine Nature Tourism Initiative as one of the administration's key strategies for rural economic development through job creation and tax revenue generation.
3. Provide a framework to support and compliment local and regional experiential tourism development efforts.
4. Furnish Maine visitors with accurate and comprehensive information on opportunities to experience the state's unique natural, historical, and cultural resources.

Vision

Experiential tourism enables rural communities to take advantage of their region's heritage, culture, and natural resources in new ways while also supporting traditional resource-based activities. It also enhances and diversifies traditional natural resource-based industries. Given the array of marketable travel and recreational experiences available throughout the Maine Woods, efforts to support experiential tourism service providers should result in net new dollars coming in to support rural, local economies. Coordination and implementation of the Maine Nature Tourism Initiative actions is expected to be led largely by local coalitions of tourism promotion agencies and other stakeholders with support and local capacity development assistance from appropriate state agencies and others as needed.

Guiding Principles for Experiential Tourism Development in Maine

(August 2005 NRC Draft)

"These Principles have been identified as those key considerations that should guide discussion at the state, regional, and local level concerning the opportunities and challenges that come with experiential tourism development. In developing these Principles, the NRC hopes to enhance the thoroughness of the deliberations that invariably accompany development discussions by identifying in advance the considerations that should be factored equally into the policy-making processes at all levels.

State Support of Experiential Tourism Businesses

Community Commitment to Planning

Statewide Tourism Planning and Development

The Role of the Office of Tourism - Marketing

The Role of the Office of Tourism - Ecotourism Quality Labeling

The Role of the Office of Tourism - Product Development

Cross-sector cooperation (networking) and coordinated strategic planning

Public/Private Financial support

Public/Private Access Opportunities and Partnerships:

Developing an Understanding of Carrying Capacity

Education: Business Outreach and Frontline Worker Training

Overall strategy for the Maine Nature Tourism Initiative

It is important to recognize that the three initial pilot regions were a way of getting started looking at opportunities for nature-based tourism in the state of Maine. However, implementation efforts need to focus on state-wide initiatives to the extent possible (for example, training on hospitality for Maine nature tourism visitors and on *The Maine Woods Experience* messages can be offered to all appropriate businesses, not just those located in one of the three pilot regions). Where implementation does take place in one or more of the three pilot regions, then implementation projects need to be designed so that they can serve as models for eventual implementation in other regions (for example, the format and style for the guidebook for the Moosehead - Katahdin area itinerary will be utilized for subsequent guides in the other pilot regions and in the other regions of the state).

FERMATA's Approach

FERMATA conducted a detailed inventory and assessment of the natural resource-based tourism offerings in the three regions. FERMATA also assessed cultural and historical offerings that are connected to natural resources that enrich visitor experiences by framing the experience within the natural world. FERMATA analyzed "gaps" in tourism product offerings in the three regions and assessed the feasibility of creating additional products that reflect the regional identity and community appropriateness. FERMATA inventoried lodging, dining, outfitting, and guiding services in the three regions

Findings

- The nature resources that have been identified are substantial enough to serve as a foundation for a successful strategy. Culture and history should be used for enrichment to the natural resource based experiences. The nature-based and related cultural and historic offerings in the pilot regions do not function as any sort of thematic group and are largely just a disconnected collection of sites.

- The opportunity for developing highway-based thematic itineraries exists and is well supported by the state's transportation agency and others through the current identification of several state and national scenic byways and other route identifiers (Moosehead Trail, Katahdin Trail, etc.). Multi-modal corridors such as rail trails and water-based trails can also be connected. A good number of sites, offering a fair variety of visitor experience levels, exist along these routes. A number of different partners are interested in cooperating in these efforts and are willing to work toward connecting these sites and itineraries through unifying marketing and educational materials and interpretative signage.
- There are a number of visitor centers (existing and planned across the region). Depending upon location and local leadership direction, these centers could function as gateways and portals to the regions' visitor experiences. Presently there is no network between the centers, but if such a framework were established, it would enable the centers to function as a seamless system for visitor information and education delivery. Good local support exists in the two western regions for this concept and planning is underway; and there is an excellent, but under-utilized resource, being developed at the new Down East Heritage Center. Managers of existing and planned nature centers, cultural heritage centers, and welcome centers are interested and willing to work toward the design of a uniform system for visitor service delivery within each region and across the Maine Woods as a whole. This may take the form of near real time information sharing between the various facilities.
- Appropriate lodging opportunities appear to be in ample supply through most of the three pilot areas. Not all lodging will meet the quality requirements of many experiential tourists. There is also a need for strengthening marketing and promotion efforts of members of the Maine Sporting Camps Association and others to reach into the experiential tourism market.
- Unique in the eastern US is the cache of the Maine Guides. The marketing potential of this highly recognizable brand is tremendous and Guides help to meet the very real need for visitors to the Maine Woods for customized guided trips led by knowledge local experts. Not only do guides serve to enhance visitor experiences, but they also enable resource managers and land owners to control access and convey important conservation stewardship messages through the Guides. Local economies are strengthened through employment opportunities related to guiding, however guides need technical assistance and training on messaging, marketing and outreach, and small business management.
- There is considerable recreation use taking place on private industrial timber lands. Implementation of Maine Nature Tourism Initiative pilot project recommendations could increase demands for recreation access to these lands by additional visitors by raising their awareness of the many opportunities. At this point, it appears that these landowners are generally willing to develop some infrastructure to support these increased demands and to manage use so that forestry practices can continue simultaneously. A system for fair compensation to the landowners needs to be developed along with a way of reaching visitors with messages regarding sustainable forest management's benefits.
- Authentic locally manufactured products and foods exist but are often poorly branded and marketed; and in many parts of the study regions are hard to find. This could be addressed through renewed efforts of existing producer organizations and relevant state agencies that currently exist and are interested in increasing promotions.

Recommended Priorities for Action

The following are FERMATA's recommendations for how the nature, history, and culture-based products and related interpretive programming can be developed and utilized to move key markets to the pilot regions and their assets; and to communicate messages that project partners seek to advance. In addition to product development, there is also a need for human resource development. FERMATA recommends technical assistance for site managers, service providers, and others on key interpretive messages and how to serve the needs of nature tourists; and also new state level staffing and task force creation to support the implementation of the initiative.

"Basically, what we need to do is develop and follow wise policies that protect and enhance the natural qualities that have always drawn people to this state. We should work at continuing to be as most visitors basically see us: a safe, family-friendly destination with great outdoor activities (plus a lot of other delights that may or may not show up in guidebooks or surveys). Sure, we want to woo more tourists, but we need to be smart about the kind of visitors we set out deliberately to attract. We want to be loved for what we are, but we must also continue to be what we are loved for" - Jim Brunelle, commentary *Portland Press Herald*

ADMINISTRATION AND COORDINATION

Action 1: Establish a Governor's Task Force for Implementing the Maine Nature Tourism Initiative.

The purpose of the Governor's Task Force for Implementing the Maine Nature Tourism Initiative would be to:

- help promote the growth of nature tourism and associated enterprises in the state of Maine;
- guide implementation and assure the coordinated and accelerated implementation of the priority recommendations for developing nature tourism in the state of Maine in general and in the three pilot regions;
- encourage development of additional private sector services, products, and lodging;
- guide efforts to cross market to traditional user and naturalist markets so that both will have ample opportunity to utilize resources for their preferred activities.

The Governor would name Task Force members and would include cabinet level representatives of the participating state agencies, members of the nature-based tourism industry including members of the Maine Tourism Commission's Natural Resources Committee and a representative of U Maine's Center for Tourism Research and Outreach (CentRO), and two-three representatives from each of the three pilot regions. Consideration should be given to appointing at least one member of the Traveler Information Advisory Committee (TIAC) to this Task Force. This is a legislatively created committee and they have legislative jurisdiction over traveler related services of many types.(23 MRSA § 1901-1925).

Administrative support to the Governor's Task Force would be furnished by DECD and the Office of Tourism using current staff, a new dedicated staff person with a focus on the MNTI (see following action), and contracted services.

Timeframe: Task Force members to be named and first meeting schedule in October 2005. It is expected that the Task Force would have monthly meetings and use an email listserv for information sharing between meetings.

Action 2: Create two new dedicated staff positions in DECD Office of Tourism to Support regional tourism development efforts with a focus on the MNTI.

One of these two people would focus on the Downeast pilot region. The other person would assist the other two pilot regions and work with current DECD and Office of Tourism staff and their contractors to support the new Governor's Task Force. Presently the Maine Natural Resource-based Industries initiative has a dedicated staff person in the State Planning Office; and that staff presence is one of the largest factors in the success of that initiative.

In addition to supporting the pilot regions' locally-led implementation efforts with technical assistance, it is recommended that these staff people would also be responsible for working in partnership with the regions on fund development efforts to support the long-term implementation of the MNTI on the ground.

It is expected that the new staff person in the Downeast region would help to develop capacity and leadership in local organizations across Washington and Hancock Counties; and build

cooperation among numerous groups now working independently. The FERMATA study area was limited to the Washington County portion of the Downeast region. However, it is FERMATA's recommendation that this region be expanded to include both Washington County and Hancock County, allowing tourism assets such as Acadia National Park in Hancock County to help drive traffic to the rest of the region; and also to improve collaborative opportunities for regional tourism development efforts. The new staff person would assist the Downeast Acadia Regional Tourism organization in their efforts to represent and coordinate all Downeast communities' and service providers' tourism activities. This action is consistent with Goal 4 of the Down East Sustainable Tourism Initiative Year 2010 (DESTINY 2010) of the Down East RC&D Council (Nov. 2004).

Ideally, each of the three regions would have at least an addition ½ time staff person based in the region (perhaps at regional economic development agency offices) to supplement the work of volunteers in the regions who are currently leading and accomplishing implementation actions. It is recommended that one of the first topics undertaken by the new Governor's Task Force is to recommend the most effective way of creating and funding these regional positions; and also to establish how these positions would work in concert with the state-level positions and the local implementation groups.

Timeframe: Staff people would be recruited and hired by December 31, 2005. Task Force would develop recommendations for establishing regional support positions by April 2006.

ADDITIONAL INVENTORY AND ASSESSMENT

Action 3: Complete resource inventory and assessments in the rest of the state

There is a need to complete assessments and documentation of natural, and related historical and cultural, resources in the other regions of the state that were not included in the initial pilot areas work. It is expected that the best method for completing this work will be identified by the Task Force. Work could involve contracting with a planning and assessment firm to complete the assessment phase or to provide assessment training to volunteer assessors or assessors from state agencies or non-profit organizations' current staff.

MaineDOT has a GIS database of historic and cultural resources associated with transportation projects that have been undertaken. MHPC has numerous files that also inventory and assess additional resources currently not in the DOT database.

Timeframe: Hold for action until implementation of high priority action items is underway in the pilot regions.

ITINERARIES

Action 4: Finalize the itinerary and publish an itinerary guide for the Maine Highlands Region

The itinerary would connect recommended priority sites in the Katahdin Moosehead area as identified in the FERMATA assessment report. See map. Portions of the current (or proposed extended) DOT-designated Moosehead Trail and Katahdin Trail highway corridors make up the highway routes that would link the priority sites of this itinerary.

Members of the Piscataquis Tourism Task Force (PTTF) and others should continue their work of obtaining written agreements that are signed by all site managers or landowners demonstrating their permission for the inclusion of their site in the itinerary and guidebook. It is important that private landowners understand the potential impacts and benefits of designating their site as a destination in the itinerary. PTTF and others need to confirm driving directions and site descriptions as presented by FERMATA assessors. In addition, DOC representatives and others should be involved in assuring that those attractions and public or conserved lands identified in the report *Procedures for Evaluating the Potential Regional Economic Impacts of Conservation Lands in the 100-Mile Wilderness Region* (Anderson, Boyle, Bell, and Holden; Aug. 2005) are included in the itinerary as appropriate.

Some of the sites recommended for inclusion in the itinerary could benefit from infrastructure improvement and interpretation. See following Actions. In some cases, sites with excellent resources were not included in the itinerary recommendations due to the extent of infrastructure improvement necessary to either support visitation or to protect resources. An on-going task of the PTTF, the Millinocket Area Growth and Investment Council (MAGIC), the Piscataquis County EDC, and others in the region will be to work with landowners, state agency partners, and others to coordinate this development and eventual inclusion of additional sites in the itinerary.

The PTTF, the Culture Heritage and Eco-tourism (CHet) Committee of the PCEDC, the AMC, the Maine Highlands Corp., and others are presently assembling a map, site descriptions, and user guidelines for use in this guide. The Office of Tourism and the state's ad agency should work with these partners to provide design assistance and matching funding for printing this publication.

Southern Piscataquis County Regional Recreation Map and Guide Project Goals and Objectives

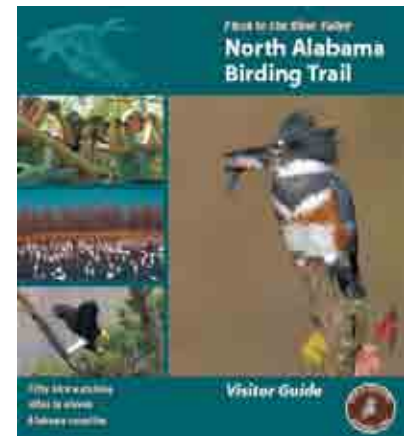
CHet, the Appalachian Mountain Club, and other partners in the Southern Piscataquis region will work cooperatively to develop and produce a regional recreation and stewardship Map and Guide that will:

- strengthen the appeal of the local region as a recreational destination with a rich cultural and natural history,
- engage residents and visitors alike in active and healthy lifestyles within natural settings, and
- reach out to recreational users to increase their appreciation of the resources, promote safety and ethical behavior, and instill a stewardship ethic.

FERMATA Highlands Assessment



The style of the guide for this itinerary is expected to become the template for other itinerary guidebooks to be developed in the other pilot regions in the state as part of implementing the Maine Nature Tourism Initiative. FERMATA recommends that a booklet style rather than a large format map would be the most effective type of publication. See sample of the North Alabama Birding Trail visitors guide.



Distribution of the publication will be both in-region at participating sites and visitor centers; and upon request at all state visitor centers and through the Office of Tourism website and trade show presence.

Timeframe: Site managers' or landowners' permissions by fall 2005. Guide design and publication May 2006.

Action 5: Complete feasibility studies or Corridor Management Plans for possible new scenic byways in the Moosehead Katahdin area

DOT was contacted by PCEDC regarding the possibility of preparing a feasibility study or corridor management plan for a proposed new scenic byway between Greenville, Rockwood, and Jackman (now currently part of the Moosehead Trail DOT-designated highway corridor).

In addition DOT, proposes to study the feasibility of the creation of a scenic byway between Medway and Sherman (along what DOT now calls the Medway Trail).

Local government officials and economic development leaders in Brownville and Dover-Foxcroft recognize the current value of the DOT-designated highway corridor, The Katahdin Trail, in their region; and are also interested in seeing a DOT-led study of scenic byway potential along at least portions of that Trail corridor (in particular that area that would showcase the heritage resources of the Katahdin Iron Works site).

FERMATA recommends that DOT proceed with these studies and preparation of plans as appropriate in partnership with regional planning organizations and local community involvement. Scenic Byway designation would help to increase visitor awareness of the region's resources, reinforce the value of the itineraries as routes that connect key resources, and help to generate additional revenues for infrastructure enhancements and interpretation.

Timeframe: Study areas defined, local advisory committees named, consultants or others who would complete the studies/plans selected, and studies/plans begun – June 2006. Recommendations finalized and studies/plans completed – June 2007.

Action 6: Finalize the itinerary and publish an itinerary guide for the Western Maine Mountains region

The Maine Mountains Heritage Network and scenic byways organizations in the Western Maine Mountains region have completed a significant amount of preliminary work for itinerary development in the region. In addition, FERMATA's assessment report recommended priority sites for inclusion in this itinerary. See map.

[illegible]

Members of the Network and others should continue their work of obtaining written agreements that are signed by all site managers or landowners demonstrating their permission for the inclusion of their site in the itinerary and guidebook. It is important that private landowners understand the potential impacts and benefits of designating their site as a destination in the itinerary.

Some of the sites recommended for inclusion in the itinerary could benefit from infrastructure improvement and interpretation. See following Actions. In some cases, sites with excellent resources were not included in the itinerary recommendations due to the extent of infrastructure improvement necessary to either support visitation or to protect resources. An on-going task of the Network, the byways organizations, and others in the region will be to work with landowners, state agency partners, and others to coordinate this development and eventual inclusion of additional sites in the itinerary.

"In June, 2005, the Maine Mountain Heritage Network and the National Trust for Historic Preservation sponsored a *Share Your Heritage Workshop* that brought together teams from nine local areas across the mountain region for the purpose of creating new heritage tourism "products," in this case themed itineraries. Teams from Norway/South Paris, Bethel, Rangeley, Farmington, Skowhegan, Jackman, Greenville, Dover Foxcroft, and Millinocket identified local sites and activities associated with themes ranging from "creativity and invention" to "the history of paper making" to "the healing effects of the mountain landscape." Teams then used these thematically linked sites and activities to design three day visitor experiences. Since the workshop, the Share Your Heritage itineraries have been used in a variety of ways, from designing an event to setting up a fam tour for travel writers to building a local network linking farmers and visitor service providers. Over the coming months, local teams will further develop their itineraries, building working relationships among partners, testing designed experiences, and putting simple mechanisms in place to track results. MMHN is now applying to the Maine Office of Tourism for funding to support local promotion of the Share Your Heritage itineraries in the spring of 2006." From Bruce Hazard, Maine Mountain Heritage Network

Fishing is a popular activity in this region and in streams and rivers adjoining the region. Presently single resource guides to fishing opportunities exist. Content from these publications should be included as sidebar information in the itinerary guidebook for this region.

The guidebook for the itinerary in this region should follow the style developed for the Moosehead Katahdin area described above. Local groups in the western Maine mountains should coordinate design with the Office of Tourism and take advantage of the availability of matching funds through the Office of Tourism.

Timeframe: Site managers' or landowners' permissions by winter 2005. Guide design and publication fall 2006.

Action 7: Create the Downeast Wildlife and Heritage Trail.

A new thematic itinerary should be developed in the Downeast area that utilizes the many resources available on public lands and private sites (with landowners' permissions). See FERMATA resource assessments and map.

Note: FERMATA's assessments were limited to Washington County. However, FERMATA recommends that this itinerary be extended through local input and utilizing local inventories to include the entire Downeast Acadia Regional Tourism region (Washington and Hancock Counties).

Called Maine's Big Sur by National Geographic's *Guide to Scenic Highways and Byways* (second edition), US 1 from Ellsworth to Calais is "truly a road less traveled. Most tourists never get past Bar Harbor and miss the crashing surf at Acadia National Park's Schoodic Point, the tiny fishing villages that dot the coast, and the small cities a stone's throw from the Canadian border."

Partners such as those who came together to develop the Down East Sustainable Tourism Initiative Year 2010 (DESTINY 2010) under the leadership of the Down East RC&D Council and state and federal agency representatives should be involved in this site identification process. Through the on-going involvement at the local level of partners such as the St. Croix International Waterway Commission, City of Calais, and DOC, additional sites can be added to the itinerary similar to and including the newly acquired Devil's Head Conservation Area, the state's highest coastal headland of the St. Croix International Waterway.

This new Downeast Wildlife and Heritage Trail will serve to link other existing and planned thematic itineraries and trail systems (including the local sections of the new statewide birding trail, the existing state scenic byway, the proposed DOT Calais Branch Rail Trail, those trails described in the Cobscook Trails booklet published by the Quoddy Regional Land Trust, and the planned DOC Ice Age Trail) to unify and connect visitors' experiences.

The guidebook will function to clearly show linkages among the numerous itineraries that exist in the Downeast Region presently; and thereby address concerns of visitor confusion related to the presence of multiple routes. In addition, the trail and guidebook will provide a direct connection with the current and recommended future exhibits and storylines at the Downeast Heritage Center (DHC). See Action below describing recommendations for other interpretative programming support at DHC.

The guidebook will consistently describe (using the same style of writing, level of detail for site description and driving directions, use of imagery, etc.) the sites that make up the new itinerary/trail. The guidebook for the itinerary in this region should follow the style developed for the Moosehead Katahdin area described above. Local groups should coordinate design with the Office of Tourism.

During several public meetings in the Downeast region, FERMATA planners learned that many lodging facilities and guides questioned the need for another thematic itinerary and the utility of a guidebook. Their sense is that the best way for visitors to explore the region is based at a camp and under the guidance of a local guide or at the direction of the camp owner. FERMATA concurs that first person interpretation is always a good approach to assuring quality visitor experiences. However, not all visitors are interested in guided trips or staying in camps. The recommended guidebook is not intended to hurt existing entrepreneurial businesses; and it is expected that as a result of the book, new visitors will discover the area and may at some time return and take advantage of professional guiding services or stay in a camp.

Timeframe: Identify local partners to guide project and assist with matching funds – ASAP. Site managers’ or landowners’ permissions by winter 2005. Guide design and publication fall 2006.

Action 8: Develop supplementary itinerary interpretation and guides.

This recommendation involves a number of actions that will supplement the initial guidebook production for the three pilot regions. Some of these actions include:

- Placing all of the above pilot region itinerary guidebooks and interpretative signs (described in following Actions) in a searchable on-line database with clickable image map on the Maine Tourism website. This will allow for updates by site managers or others.
- Development and production of audio cassettes or CDs for each route by the Office of Tourism or others for use by visitors once in the regions.
- As a first priority, FERMATA recommends utilizing much of the work of the existing Maine Birding Trail initiative as the initial subject-specific guide.

In addition to serving as a bird finding tool, the Maine Birding Trail publication would function to educate visitors as to responsible bird watching ethics and the importance of respecting the rights of private landowners. Not all content in the current on-line trail guide is “asserted to be accurate, official, or sanctioned by the individual landowners or stewardship authorities”. As such, the Task Force and others will need to gather landowner and site manager permissions and assess sites (not previously assessed for the three pilot regions’ general itineraries) for suitability for supporting visitation prior to publishing the Birding Trail guide.

The Office of Tourism should support the efforts of statewide non-profit groups and others to design and publish hardcopy and on-line versions of plant identification guides, bird checklists, and other materials to be identified by Task Force and site managers. DOC’s Maine Natural Areas Program, Maine Geological Survey and Bureau of Parks and Lands have important information to contribute to this effort.

An example of a current effort that the Office of Tourism or others could help to support is a new initiative of the Kennebec-Chaudière Heritage Corridor group in the western Maine mountains region to develop a CD for use by whitewater guides with their clients during the off-river portion of their experience. The content of this CD could used as-is or with few modifications by general visitors to the Corridor.

Timeframe: Birding Trail guide and Kennebec-Chaudière Heritage CD – summer 2006. Other publications as partner interest and funding availability permit.

HIGHWAY SIGNAGE TO SUPPORT ITINERARIES

Action 9: Highway directional signs

DOT working with the other Governor's Task Force members should design, fabricate, and install uniform highway directional signs for the various pilot region itineraries. The Office of Tourism should play an advising role on design elements to assure consistency with publications as should the DOT's committee on tourism and signage. Other local groups such as Moosehead Trail Corridor Committee, PTTF, and scenic byway committees also need to be consulted. It is important the new signage system be developed in such a way that it complements existing signage but at the same time provides visually consistent and recognizable symbols to guide visitors through the regions from site to site.

Local organizations and site managers need to be involved in finalizing the sign plans; and in helping to furnish matching funds or in-kind support for installation and sign maintenance. Nearly all organization representatives encountered by FERMATA planners during community meetings identified this as the type of project in which they would be willing and able to contribute resources and leadership.

For example, the Piscataquis Soil and Water Conservation District has earmarked funds to support efforts for coordinated signage for natural resource tourism in Piscataquis County. In this County as well, there is interest on the part of county officials in placing welcome signs at the major County borders. Official are also talking about simple informational kiosks and have a couple of new roads that the County may be getting assistance to re-gravel and re-open to facilitate public traffic to important resource-based tourism attractors such as Moxie Falls.

The highway directional signage recently designed and installed in the western part of the state for the Androscoggin Canoe Trail is a good example of the type of signage recommended for the three pilot regions' itinerary waypoints.

Sign design needs to be consistent with efforts underway for various state and national scenic byway signage. All other sign designs should be developed to be consistent with existing special route designation signage previously developed and installed by DOT.



DOT has worked with representatives from the various tourism regions to outline designs and regional symbols. The Downeast/Acadia system was the prototype. DOT could secure funding to address these types of signage. A sign policy initiated by DOT in collaboration with DECD/OT and Maine Tourism Association and TIAC is about 90% complete. Maine Turnpike Authority is not explicitly mentioned but may be affected. The Task Force should assist with completing this policy. The policy specifically was intended to create a branding image for sign design; and to limit the signage to publicly owned and managed destinations as an issue of fiscal limitations.

The Task Force needs to address several questions - Who pays for replacements due to aging or damage? What are the long term maintenance implications of this recommendation?

Timeframe: Signs designed and installed by summer 2007

Action 10: Design, fabricate, and install uniform wayfinding signs

At least some of the sites along the pilot regions' itineraries do not presently have any site identification (wayfinding) signage. DOT and site managers need to work together to design and install signs to be consistent with imagery developed for highway directional signs. Wayfinding signage is important to reassure visitors following an itinerary that they have arrived at sites shown in their guidebooks and maps. MaineDOT currently has a project which funds this type of signage for the Schoodic Peninsula Scenic Byway.

Timeframe: Signs designed and installed by summer 2007

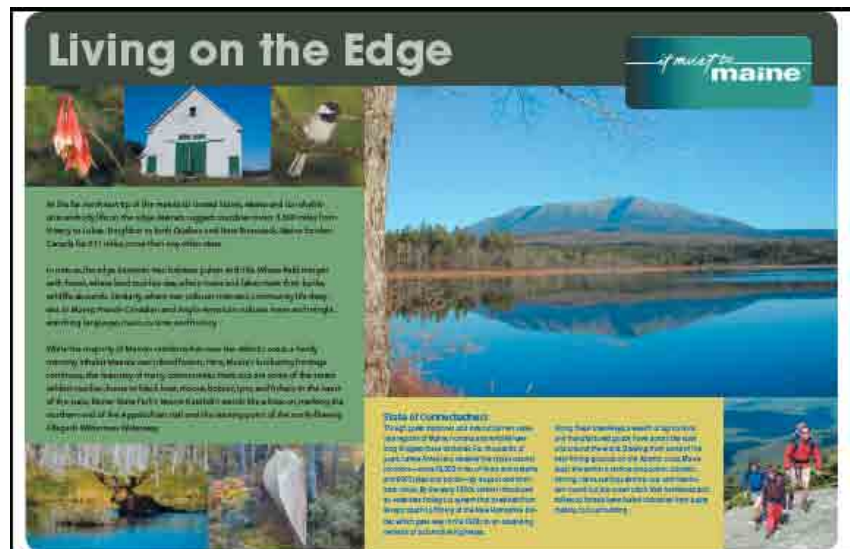
INTERPRETATION AND INFRASTRUCTURE DEVELOPMENT

Action 11: Write, design, fabricate, and install uniform interpretative signs for sites along itineraries that do not presently have any interpretative signage. Site specific stories should tie to overall thematic framework as recommended by FERMATA for Maine Nature Tourism initiative. Mounting to be on low profile pedestals at most sites and on three-sided kiosks to be fabricated and installed at gateway sites such as visitor centers.

The Office of Tourism and DOT are logical partners for obtaining funding and providing overall project direction including fabrication and installation assistance. DOC and IF&W staff have excellent skills in planning, writing, and design for interpretative signs; and should be involved in all aspects of planning and design. Members in the Western Maine Mountains Heritage Network have invested considerable time and effort in discussing interpretative themes and deployment actions. FERMATA's recommended thematic framework (see below) draws upon this good work. Representatives from the Network interpretative planning effort should also be involved in the overall MNTI interpretative sign planning and design.

Bordering on Canada and the Atlantic Ocean, dotted with communities that are immediately adjacent to immense tracts of forests or the rugged seacoast, subject to extreme variations in weather and unrelenting winters, in more ways than one Maine and its residents live on the edge. These conditions make for sturdy character, inventive practices and a rich heritage. At the same time, these very same conditions have long made Maine attractive and exciting to a wide array of visitors. The challenge of engaging life without the easy comforts and amenities of modern civilization has for many years proven to be a magnet for people in search of adventure and immediate experience. Ecologically, "an edge" has additional meanings. It is a place pulsating with life. Where meadow and woods meet, where land touches water, where one climatic zone intersects with another—all of which can be found in Maine--wildlife is diverse, abundant and active. Similarly, in cultural life there is parallel to this natural phenomenon. Where two cultures intersect—as in Maine where French-Canadian and Anglo-American cultures overlap—unexpected and unusual phenomena appear. Today, as in past generations, the diverse ways in which life on the edge can be explored and experienced in Maine offers a gamut of meanings and attractions. Living on the Edge is an abiding characteristic of the state in light of its rich nature, history and culture. *FERMATA, Interpretative Plan for the Maine Nature Tourism Initiative*

Design and materials for the signs need to be consistent with signage already in-place and designed by DOC; or planned and designed by scenic byways organizations in the Western Maine Mountains Region. See proposed sample prepared by FERMATA designers to illustrate use of thematic framework and to tie with design elements utilized in the Kennebec-Chaudière Heritage Corridor interpretative signage.



The interpretative team may find it useful to develop a style guide for interpretation for distribution and use by all interpretative plan implementation partners (public and private. See example developed for Lake Champlain in VT, NY, and Quebec (http://www.lcbp.org/wayside/Manual/Lo_Res_Manual.pdf)

The Task Force or interpretative planning team (made up of agency representatives and others) needs to plan for and develop interpretation for specific sites along the itineraries such as state parks and for trails that will be incorporated into itineraries such as Ice Age Trail or Calais Branch Rail Trail. This site specific interpretation needs to match the style developed for waypoints; and utilize themes and stories that are consistent with the thematic framework for the entire project.

Timeframe: planning for signage for one itinerary completed by October 2006 and signage designed and installed by June 2007; other planning completed and signs installed by June 2008.

Action 12: Support efforts to create a network of interpreted visitor centers

Presently the numerous centers in the region and elsewhere serving the region (along the Interstate and other major highways) are not linked thematically. These facilities should function as a seamless system for visitor information and education delivery. It may be necessary to develop a state-funded incentives program for getting centers to cooperate. The need for this action should be explored further by the Task Force and center managers or others.

Good local support exists in the two western regions for this concept and planning is underway. The Heritage Network is doing good work in promoting cooperation and communication among center projects across the mountain area. That group is discussing financing approaches, new information/communication technologies, and a proposed traveling exhibit designed to put forward regional themes and to demonstrate cooperation among the centers.

There is an excellent, but under-utilized resource and somewhat disjointed interpretative effort, at the new Downeast Heritage Center (DEHC). The DEHC could benefit from focused effort to develop effective interpretative programming and program support. It is expected that this center would function as the portal site for the new Downeast Wildlife and Heritage Trail itinerary.

Therefore, there is a need to plan for this use and to redesign exhibits as appropriate to reflect key subthemes and storylines conveyed by the sites along the trail. The DEHC should be used to add meaning to visitors' experiences and encourage them to explore the region.

Specific actions to be undertaken include:

- study need for incentives program to stimulate cooperative messaging;
- staff training on the overall *Maine Woods Experience* thematic framework messages and pilot region itineraries;
- creation and installation of consistent exhibitry to match site interpretation signage to encourage visitors to explore the Maine Woods via one or more of the itineraries;
- development and population of database system for near real time information sharing;
- detailed interpretative planning and redevelopment at the DEHC;
- consider the existing and proposed Maine Turnpike and Interstate system visitor information centers' roles.

The Office of Tourism should take the lead on these efforts with support from Task Force or agency interpretative staff. Others to involve include the Maine Tourism Association, the Western Maine Mountains Heritage Network, scenic byways' staff, and DEHC leadership and other visitor center managers/operators.

Timeframe: General: training on messaging begun in 2006 and completed by May 31, 2007; exhibit design plan by Dec. 31, 2006 and fabrication and installation complete by June 2008; database design by Dec. 2006 and fully operational by June 2007. DEHC: Plan for exhibit modifications and additions – spring 2006; exhibit fabrication and installation – Dec. 2006

Action 13: Build one or more new multi-facet visitor and interpretative centers to serve as a gateway to *The Maine Woods Experience*.

A new center should be developed in partnership with local non-profits, members of the state's forest products industry, and state agencies. Presently there are many proposals for developing new interpretative centers in all of the pilot regions including several that would be intended to function as the gateway to the entire Maine Woods Experience. Because no one center currently functions in this manner, it would be desirable from the visitor experience standpoint to have one center with this dedicated focus.

There is a need to establish a method by which rational decisions about where this investment should best be placed. The Task Force (and in particular DECD and DOT) needs to take the lead on creating on addressing the location decision question as well as consider what is best approach to linkage, what are minimum requirements for top quality visitor experience, how the center will be maintained and operated (most likely using a variety of local and state resources).

Of those centers under consideration, several include:

- Natural Resources Education Center (NREC) near Greenville where a private non-profit group is working with Piscataquis County EDC and the Town of Greenville. The mission of NREC is to "educate and inform people about the Moosehead region's natural resources of the past, present, and future. NREC is the primary source that people rely on to understand the culture, natural history, and uses of the North Woods." The NREC

steering committee is currently developing an operations plan and seeking construction funding for an environmental education center on land south of Greenville. It is recommended that if this facility were developed as the new gateway to the Maine Woods, it would need to serve a broader function than its current leadership envisions; and have more inclusive governance. Involve IF&W and DOC as possible building tenants; and to provide information to visitors on public lands facilities and recreational opportunities.

- The Old Canada Road National Scenic Byway is developing a plan to construct and operate an interpretative center in the Western Maine Mountains area. The exact location is still being discussed by the committee and others.
- Katahdin Discovery Center. “Working with the Maine Community Foundation, the Millinocket Area Growth and Investment Council (MAGIC) set up a community fund called the Katahdin Fund (KF). The KF partners envision a destination learning and visitor center within a few miles of I-95. The Katahdin Discovery Center would welcome the broadest cross-section of tourists, recreationists, school groups, and other with exhibition and screening areas highlighting the area’s rich natural and cultural history and attractions. Exhibits would serve to educate and inspire, as well as direct visitors to the many attractions that the greater Katahdin region offers. At the center of Maine’s North Woods and as the logical gateway to an area of stunning natural beauty, the center would provide information and assistance to those traveling in any direction.”
- Visitor gateway center near Ellsworth. It is expected that this interpretative center would function to move visitors Downeast; and to DEW&HT and DHC portal site. This would allow visitors the opportunity to find the authentic experiences they are seeking but may not find at Acadia NP. Consider relocating proposed DOT/NPS visitor center now proposed for Trenton to serve this function

Timeframe: Study best location and make site recommendation – spring 2006. Prepare concept plans for building design and function – June 2006. Construction – spring 2007

Action 14: Design and construct highway-based enhancements along itinerary routes

FERMATA’s assessment of itinerary sites made a number of recommendations for infrastructure development needs. This work includes road paving, road widening for biking, new pull-outs at observation areas, parking area development or expansion, observation area viewing platforms and trail construction, canoe and boating access sites development, and other activities.

DOT should take the lead in making these enhancements either as stand alone projects accomplished through enhancements funding or in the capital work plan or in conjunction with adjacent planned highway work. An example of how this could work is the Hurricane Deck project in the Highlands region. DOC and IF&W should provide input to DOT along with local community representatives.

Timeframe: June 2008

Action 15: Calais Branch Rail Trail

In July, Governor Baldacci announced that he charged DOT with putting together a management and maintenance plan for removing the tracks on the Calais Branch Railroad between Ellsworth and Ayers Junction (87 miles) and allowing construction of an interim multi-use trail. DOT has assembled a committee of stakeholders to work with the agency to develop the plan by the end of November. It will be presented to the Transportation Committee of the Maine Legislature in early 2006.

If well-supported, DOT will move ahead with track removal and trail construction as it secures funding. It will also prioritize sections for construction. Necessary developments will include trailhead parking, trail signage, interpretative signs, trail map publication, and other actions.

Timeframe: Rail trail management plan – Nov. 2005; Track removal and rail trail construction – as funds are available; Rail trail development – June 2007

INTEGRATED MARKETING COMMUNICATIONS

Action 16: Devise and begin implementation of an integrated, multi-agency/multi-partner integrated marketing communications campaign to raise awareness of *The Maine Woods Experience*.

The Task Force, led by the Office of Tourism should utilize:

- messages recommended by FERMATA's thematic framework.
- Acadia National Park, Appalachian Trail terminus (in cooperation with the NPS and the Appalachian Trail Conference on appropriate messaging), and Baxter State Park (in cooperation with the Park's managers) as unique attractors
- consider using H.D. Thoreau, *The Maine Woods*, connections and messages.
- Native American product and experience opportunities including work currently underway by Penobscot Nation on experiential tourism product development and multi-tribe basket center in Old Town;

"Following the stress and strain which have prevailed, more than ever before does the call of the Maine woods find a responsive note among the men and women who have had a share in the hardships of war and reconstruction. The vacation program offered by the Maine woods, widely and properly known as 'the nations playground', presents a variety which means that practically throughout the year are attractions of unfailing appeal. The world over, the vast expanse of forest wonderland is famous for its fishing and hunting, for the many canoe trips through waterways of surpassing charm, for mountain climbing opportunities, and for the general delights of scenery and picturesque surroundings which make it the supreme vacation region" - *In the Maine Woods* (1921) by George Houghton (publisher Bangor and Aroostook Railroad).

Focus campaign in priority markets as identified in FERMATA's assessment. Work will include:

- Write, design, and print a new dedicated publication for The Maine Woods Experience highlighting itineraries, visitor centers, and key messages
- Distribute publication at visitor centers, trade shows, and in response to inquiries;
- targeted advertising using messages and images developed for publication
- update existing state of Maine and other tourism promotion groups' standard publications and websites regarding The Maine Woods Experience using key messages and images developed for publications
- create of one or more literary and art pieces,
- participate in adventure travel and outdoor recreation shows;

Timeframe: Phased over three years. Year one – complete new targeted publication and distribute

Action 17: Devise and begin implementation of public relations efforts.

The Task Force led by the Office of Tourism should focus on travel writers and editors with special interest media, but also look at mass media in recommended markets. Develop a photo library for use by media and regional marketing organizations. Messages and stories need to differentiate Maine and Maine's nature-based offerings from those of other northeastern states that are competing directly with the state of the same visitors.

Develop or strengthen partnerships with:

- well-known, Maine-based corporations that are emblematic of the authenticity associated with the Nature Tourism Initiative such as Toms of Maine and LL Bean.
- international cooperative ventures such as Gulf of Maine initiatives with Gulf of Maine Council, National Geographic, and others; and Discover New England organization;

Timeframe: This effort could begin immediately with the announcement of the opportunities and continue as new events, itineraries, attractors, etc. are developed and ready for visitors.

Action 18: Develop new events or support existing events

Events and festivals are an excellent way of introducing uninitiated experiential tourists to the natural and cultural heritage of a region. Local organizations, supported by the Task Force and others, should develop new events and expand promotional efforts for existing events. Excellent resources on “How to” plan events and festivals including nature tourism event planners and a booklet published by the Colorado Division of Wildlife, *Providing Positive Viewing Experiences*.

The Down East Spring Birding Festival, sponsored by the Cobscook Bay Area Chamber of Commerce, the Moosehorn National Wildlife Refuge, and other organizations takes place over the four-day Memorial Day Weekend in late May. In 2004, 77 birders from 9 U.S. States and New Brunswick attended. They stayed in at least 16 local accommodations, found 151 birds, and contributed \$33,187 to the area in estimated direct economic impact. These figures increased the second year. In May 2005, 84 birders attended from 15 U.S. States and New Brunswick. They stayed in at least 18 accommodations, found 176 birds, and contributed \$39,816 to the area. Planning already has begun for the 2006 birding festival, which will take place May 26-29, 2006.

Timeframe: On-going, beginning in spring and fall 2006.

Action 19: Coordinate efforts and share information among all who are involved in Maine Nature Tourism initiative and Maine’s Natural Resource-based Industries effort.

Recommended tactics include:

- Convene marketing roundtable to coordinate efforts and share information
- Include state agencies such as IF&W and DOC, tribal governments, members of Sporting Camps Assoc. (and other lodging providers), members of the Maine Guide Assoc. (and other guides), other non-profits (such as AMC, ATC, and Audubon), North Maine Woods and other interested landowners, and the marketing entities for the three pilot regions (and other regional marketing organizations from the rest of the state interested in co-branding/promoting under *The Maine Woods Experience*).
- Develop and implement one or more multi-agency demonstration projects to reach into key experiential tourism markets through advertising, public relations, and a visible presence at appropriate outdoors and travel shows.

Priority 4: Maine's image - inseparably linked with its natural resources and its sense of place – is a potent tool for marketing. Maine's clean, green, worry-free appeal is universal. At the same time, small producers and businesses could benefit from a coordinated marketing effort. Increased collaboration may be able to boost Maine's presence in the marketplace. The Steering Committee's goal is to (1) explore market issues including branding, marketing, marketing structure, and cooperation between marketing organizations; and (2) develop approaches to strengthen links among marketing organizations, enhance distribution systems, and create a common and compelling message. Lead agency: DECD, with Dept. of Ag., DOC, IF&W, Marine Resources, and DOT. From *Governor's Steering Committee on Natural Resources-based Industries Top Five Priorities*.

There is a proposal to the agencies presently for creating an Outdoor Maine program (based on the Outdoor Alabama model) that could be modified to reflect FERMATA's recommendations on markets and messages; and could be developed as the first effort to address the needs identified through the Maine Nature Tourism Initiative and Maine Natural Resource-based Industries efforts.

Timeframe: Year one – convene roundtable and hold quarterly meetings; and complete planning for demonstration project. Year two – begin demonstration project

VISITOR SUPPORT SERVICES ASSISTANCE

Action 20: Provide technical assistance and incentives to owners of new or existing authentic Maine lodging properties.

The funds and assistance should be used to plan for new markets and obtain funding to make improvements or new developments as needed to support the new Maine nature tourist market. This recommendation is not for enhancement of traditional facilities for traditional markets, but rather a new action for a new, upscale market. DECD should take the lead in implementing this recommendation.

It is important to note FERMATA's finding that for all of its natural assets, the three pilot regions generally lack the type of lodging facilities that are necessary to take full advantage of the experiential tourism market. This is a high end market, with many of these tourists seeking lodging that includes upscale amenities. Additionally, they want that lodging experience to have the ring of authenticity to it: construction with local materials, serving local food, selling local products, etc.

In the western part of the state and between the Western Mountains and Highlands pilot regions, there appears to be suitable lodging that has been developed in connection with the ski resorts in those areas. There is a need to develop strategic marketing relationships between these facilities and nature-based attractors in the adjacent regions.

Timeframe: Year one – develop assistance program components and obtain funding. Year two – begin funding and offering technical assistance

Action 21: Support efforts of members of Maine Guide Association and others by designing and offering training and technical assistance.

Actions to implement this recommendation include:

- Development and promotion of customized guided trips in the Maine Woods in order to enhance visitor experiences;
- Expanded partnerships with Maine Sporting Camps and other lodging properties to develop packages;
- Need to develop and offer training to guides on itinerary development, messaging, and marketing to experiential tourists;
- Expand existing guide training and certification to support new directions.

DECD should take the lead in this effort with IF&W, Maine Outdoors, and others cooperating as appropriate. Maine Outdoors has developed a course that will combine many business basics with a specific knowledge developed over time of what does and does not work to make one of these special businesses successful.

DOC staff have been instrumental in working with many organizations to develop a *Leave No Trace* ethic and practice. DOC staff would be willing and able to provide training on this topic as well as some of the geologic, natural plant community, historic and other natural and cultural features as part of a systematic portrayal of Maine's assets.

“Registered Maine Guides are well respected throughout the country for their knowledge of Maine’s woods and waters. This high level of outdoor knowledge does not necessarily make someone qualified to run a small business, develop customers or handle bookkeeping. Most small business courses are aimed at business sectors other than outdoor recreation services.”
Don Kleiner, Maine Outdoors

Timeframe: Begin winter 2005 and continue to support

Action 22: Develop and provide hospitality training to front-line lodging staff and other service-related businesses’ personnel.

This training is needed to insure consistent communication of messages and values of the Maine Woods to visitors. Use some of the training developed for visitor center personnel (see Action 12). Also start by refining and expanding current training offerings of Maine Tourism and Hospitality Institute. Funding for the MTHI, a non-profit organization is needed for start-up and then it is expected to be a self supporting initiative through tuition of participants and grant funds.

Trainees could either come to a central location for classes by the MTHI or others, or classes could be brought into individual businesses and employees trained on-site. This latter model was piloted earlier in 2005 successfully at a property in the Maine Highlands region.

“Built to meet the needs of industry professionals in all positions, the [MTHI] training series integrates classroom instruction and hands-on training by industry experts to provide a comprehensive experience. Customer service skills, local and regional destination information, and line-level skills training are all included in the series” - MTHI brochure.

Other adult education providers such as University of Maine Extension and Penquis Higher Ed Center in Dover Foxcroft could also play an important role in providing hospitality training to front-line lodging staff and other service-related businesses’ personnel.

Timeframe: First classes offered by December 31, 2005 and continue to support

LOCAL ECONOMIC DEVELOPMENT ASSISTANCE

Action 23: Branding and marketing natural resource-based products and services.

Authentic locally manufactured products and foods are often poorly branded (with regard to Maine as a place of origin) and marketed; and in many parts of the three pilot regions are hard to find.

This can be addressed through renewed efforts of existing producer organizations and relevant state agencies. DECD; Maine Natural Resource-based Industries Steering Committee members, and others should continue to address this issue. Consideration should be given to adding a craft producer to the Governor's Task Force for Implementing the Maine Nature Tourism Initiative.

The authenticity and high quality of the products, and how that information is conveyed in the retail setting, are the keys to consumer enthusiasm and strong sales. Retail environments will be successful only if they offer products that meet consumer expectations for design, quality, and functionality. Authentic, utilitarian products that are exotic, functional and beautifully made with top-quality materials are the most marketable. V. Lederman, *The International Ecotourism Society Newsletter*, 2001

An example of successful branding and marketing of authentic local products is the work of the Maine Highlands Guild. The Guild "is a non-profit organization located in rural Maine whose mission is to educate the public about the culture, artistic traditions, and opportunities in The Maine Highlands. The Guild works with local artisans to help them sell and promote their locally made products." The Guild should expand services to the entire Maine Woods region or be used as a model of a successful marketing and promotion network that could be established in the other regions.

Marketing messages should be tied to the place-based and attitudes-based themes of the proposed interpretative framework.

Timeframe: On-going

ADDITIONAL STUDIES

Action 24: Maine Woods National Heritage Area Feasibility Study

The Task Force and others should evaluate the feasibility of positioning *The Maine Woods* as a heritage landscape (“Special places created by human interaction with the natural environment”). In November of 2004, the Maine Mountain Heritage Network put forward “a regional development plan that places experiential tourism development at the center of a suite of proposed heritage-based development strategies. The goal of the Network and its plan is to bring new revenues into the Maine’s mountain region (Oxford, Franklin, Somerset, and Piscataquis Counties) through creative use of the region’s heritage assets. Early in its planning process, the Network adopted a “heritage area” model as a platform for organizing its proposed marketing and development activities.”

In July, 2005, with pilot projects underway in each of four program areas (Knowledge Power, Woods and Waters, Village Works, and Mountain Made), the Network’s coordinating team decided to request an opinion from the National Park Service as to whether the region could qualify for national designation as a heritage area. Should the NPS preliminary assessment be positive, the Network would then determine whether it would be advisable to proceed with a full feasibility study, a prerequisite for national designation. National designation would bring significant new technical assistance and funding to the Maine mountain region from the federal level to support locally created and managed heritage development projects.

A nationally designated heritage area is different from a national park in several important ways. National designation of a heritage area does not in and of itself result in federal ownership of property or any increase in regulatory control by government at any level. A “national heritage area” is a place recognized by the United States Congress for its unique contribution to the American experience. In a national heritage area, natural, cultural, historical, and recreational resources combine to form a cohesive, nationally distinctive landscape arising from patterns of human activity shaped by geography. These patterns make national heritage areas representative of the national experience through the physical features that remain and the traditions that have evolved in the areas. Continued use of the national heritage areas by people whose traditions helped to shape the landscapes enhances their significance.

According to a 2004 University of Michigan study, over 100,000 people visited Louisiana’s Cane River National Heritage Area in 2003. Average spending was \$171/party/day with total visitor spending that year of \$8.7 million. The direct employment effect of visitor spending was 207 jobs.

The National Park Service has outlined four critical steps that need to be taken prior to congressional designation of a national heritage area. These steps are:

1. Completion of a suitability/feasibility study;
2. Public involvement in the suitability/feasibility study;
3. Demonstration of widespread public support among heritage area residents for the proposed designation; and
4. Commitment to the proposal from key constituents, which may include governments, industry, and private, non-profit organizations, in addition to area residents.

If the national heritage area approach is adopted, FERMATA recommends a governance structure be established similar to that of the Cane River National Heritage Area in Louisiana:

“The Cane River National Heritage Area Commission is the management entity that guides heritage area activities. The nineteen-member commission represents the wide variety of institutions, organizations, and interests that intersect in the national heritage area. As a government agency, the commission has authority to hire people, administer grant programs, develop loan programs, and set priorities, but it has no zoning or land-use powers and no power of eminent domain. The commission members were appointed by the secretary of the interior and are therefore, representatives of the secretary and the federal government. All of the commissioners volunteer their time. Officially, their appointments last three years, after which they can be reappointed or replaced.”

“Like National Parks, the National Heritage Areas give the public opportunities to experience natural, cultural, and historic resources and scenic landscapes of outstanding national significance. The fundamental difference between the two is that National Parks are set aside as places to visit - not to live - while National Heritage Areas are populated with local residents whose cultural, historic, and economic traditions are a critical part of the mix. In essence, the program provides opportunities to preserve a region’s natural, historic, and cultural resources by harnessing them to promote rural economic development. Designation as a National Heritage Area gives a region access to the positive marketing benefits of the National Park “brand.” The market for nature-based and heritage-based tourism is growing steadily, and the National Park identity can give a region a tremendous competitive advantage. The official definition states that a National Heritage Area is “a place designated by Congress where natural, cultural, historic and scenic resources combine to form a cohesive, nationally distinctive landscape arising from patterns of human activity shaped by geography.” There are now 23 federally designated Heritage Areas and Heritage Corridors in the U.S., with many more under consideration.” From *The Proposed Cumberland Plateau National Heritage Corridor: The Case for Federal Designation and Step One: The Feasibility/Suitability Study* by Edwin Gardner, Heritage Strategy Group

Timeframe: Continue current efforts

Action 25: Study the need for compensation for private landowners for use of their lands for outdoor recreation

A preliminary study was undertaken by Leadership Maine recently and found that as important as compensation is the need of landowners for visitor education and recognition of importance of their managed forests to recreation and economic development.

Timeframe: 2006

Action 26: Study the carrying capacity of resources and communities for increased visitation

Consider the limits of acceptable change both to the residents of an area and to the type of experiences sought by visitors related to the number of people at one time that they will encounter during a trip. This may vary by location, remoteness, experience type, and other factors. The University of Maine CenTRO is presently in the process of designing this type of research and is assigning personnel.

Limits to Acceptable Change is quite simple in concept. We have resources, which include visitor experiences, to protect to some degree. Since every visitor has an impact, no matter how lightly tread, we need to decide in what condition we want to maintain the resource-experience. Thus we choose the desired conditions of the resource-experience, then the variables to measure them, and subsequently the maximum amount of alteration or change we are willing to accept (hence, "limits to acceptable change"). Finally we decide which mitigation tactics we will use if the conditions approach, reach, or exceed those limits. To do that requires very special attention to the communities' wants, needs, and desires, and to assure the product packs a satisfying experiential punch. Ultimately, of course, the number of visitors does matter. There's always a maximum, but that maximum depends on the kind of management being applied and on the limit of acceptable change. Since both always change, so does the number of people. Thus a region that cares about its visitors focuses on the resource-experiences, not just the number of people standing on the thin ice of dubious assumptions. They will fall through. Jon Kohl, *The International Interpreter*.

It is important that this study also include an assessment of emergency services providers' capabilities and capacity for growth; and the anticipated demands for additional services that will result from increased visitation.

Timeframe: 2006

Action 27: Possibility and feasibility for certification of nature tourism operators

The Task Force should continue discussion on this topic; and evaluate several possible approaches put forward by researchers and others such as the Leave No Trace Program in the region and world-wide. If the need for further study is agreed upon by the Task Force, then researchers should be commissioned to study the feasibility and recommend methodology. One possible approach to certification could be through guide licensing as coordinated by IF&W.

"Ecotourism advocates are convinced that rigorously accredited, attractively labeled, and effectively marketed outdoor recreation has "win-win" potential. It helps sustain healthy ecosystems. It also increases demand and raises profitability for participating tour businesses and strengthens the economy of host communities." David Vail, Department of Economics, Bowdoin College

Timeframe: 2007

Action 28: Identify land acquisition opportunities needed to support expanded nature tourism offerings

The Task force, working with local groups in the three pilot regions, Land for Maine's Future, and others should identify the land acquisition opportunities and needs that would protect and enhance the quality of experiences including improving access to existing waypoints on the itineraries and also making the addition of other waypoints to the itineraries possible.

Public meetings and agency input have led FERMATA assessors to understand that there is ongoing development pressure challenging the qualities of many of the assets proposed for inclusion in the pilot regions' itineraries. The Task Force should consider the recommendations of the Governor's Task Force on Traditional Uses and Public Access to Lands in Maine (due fall 2005) to sustain and enhance the opportunities for public access to private lands for traditional recreation.

Timeframe: By June 2006



FERMATA



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Section 1
Appendix E
Pilot Project Criteria

PILOT PROJECT CRITERIA

Recommended by the Natural Resource Committee
Maine Tourism Commission

1. Community demonstrates commitment and “buy-in” to tourism development to insure follow-through on recommendations resulting from Fermata study.
2. Community exhibits capacity and commitment to marketing their tourism products.
3. Qualified local tourism leaders are in place to move individual projects forward.
4. Tourism organizational capacity exists to continue to work on product development and community consensus building.
5. Chosen areas should be rich in natural resource product potential, but limited on capacity to develop products around the resource.
6. Low income, less developed geographic regions should be given priority.
7. Community/region demonstrates a commitment to a planned and balanced approach to tourism development and has some goals and objectives toward that end.

(Added by Maine Audubon)

8. Communities demonstrate an interest and willingness to work with relevant state conservation and planning officials to plan for resource protection and sustainability.

Section 1

Appendix F

Maine Birding Trail Brochure Style Guide

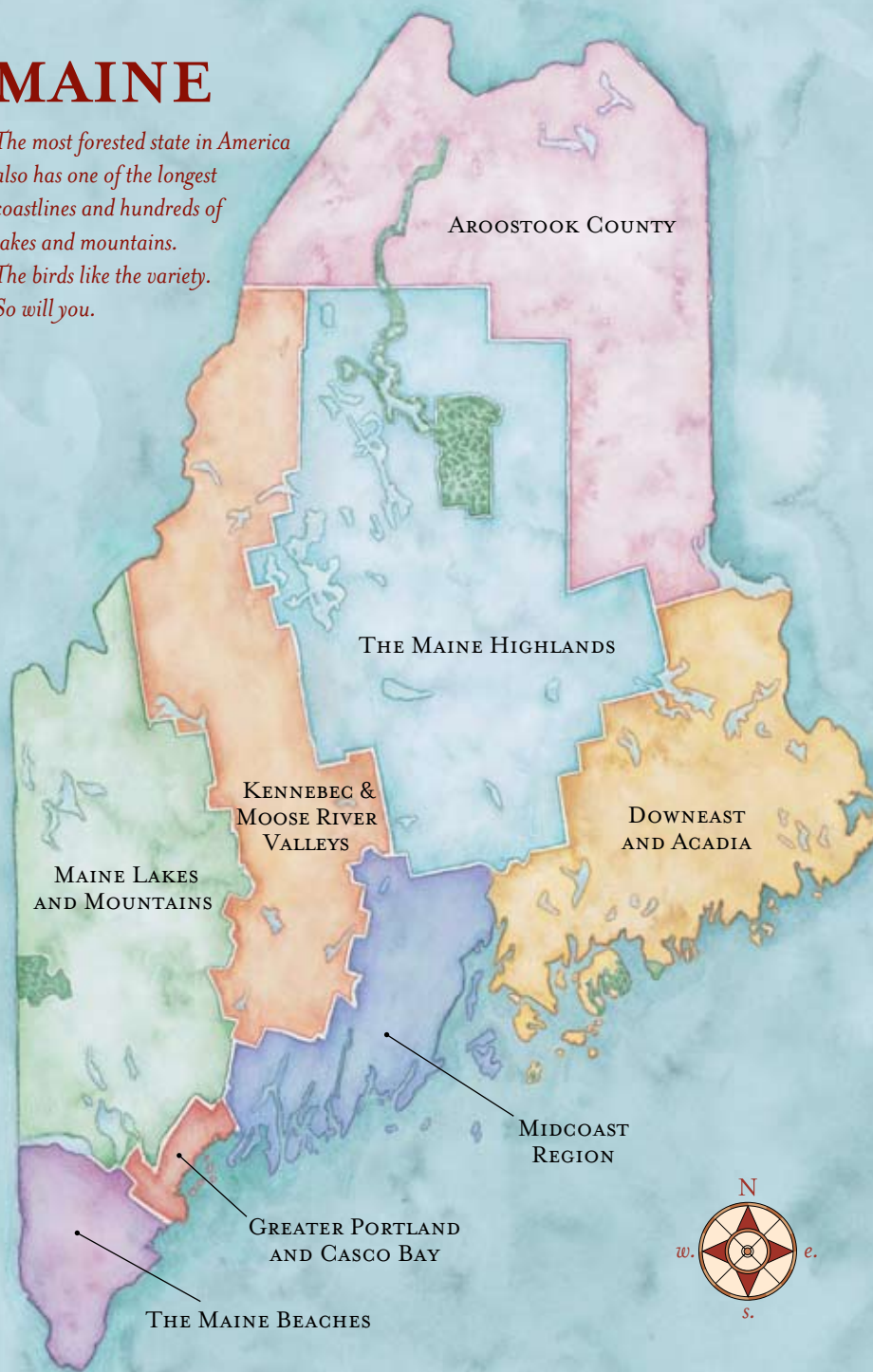
MAINE BIRDING TRAIL



A rich landscape and cultural heritage forged by the forces of nature.

MAINE

The most forested state in America also has one of the longest coastlines and hundreds of lakes and mountains. The birds like the variety. So will you.



THE REGIONS of MAINE

The Maine Beaches

Long sand beaches and amusements. Notable birds: Piping Plover, Least Tern, Harlequin Duck, and Upland Sandpiper.

Greater Portland and Casco Bay

Home of Maine's largest city and Scarborough Marsh. Notable birds: Roseate Tern and Sharp-tailed Sparrow.

Midcoast Region

Extraordinary state parks, islands, and sailing. Notable birds: Atlantic Puffin and Roseate Tern.

Downeast and Acadia

Land of Acadia National Park, national wildlife refuges and state parks. Notable birds: Atlantic Puffin, Razorbill, and Spruce Grouse.

Maine Lakes and Mountains

Ski country, waterfalls, scenic nature and solitude. Notable birds: Common Loon, Philadelphia Vireo, and Boreal Chickadee.

Kennebec & Moose River Valleys

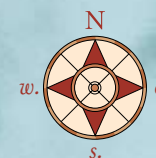
Great hiking, white-water rafting and the Old Canada Road scenic byway. Notable birds: Warbler, Gray Jay, Crossbill, and Bicknell's Thrush.

The Maine Highlands

Site of Moosehead Lake and Mt. Katahdin in Baxter State Park. Notable birds: Spruce Grouse, and Black-backed Woodpecker.

Aroostook County

Rich Acadian culture, expansive agriculture and rivers. Notable birds: Three-toed Woodpecker, Pine Grosbeak, and Crossbill.



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MAINE BIRDING TRAIL

It's no secret that Maine is one of North America's top birding destinations. For breeding warblers, boreal specialties, and birds of coastal and offshore waters, Maine offers unmatched opportunities to find some of the country's most sought-after species. Spanning both the forest transition zone from deciduous to coniferous woodlands, and the coastal transition zone from sandy beaches and saltmarsh estuaries to rocky shore, Maine provides a wide range of habitats for birds, many of which reach their northern or southern range limit here. This diversity is reflected in a state list of regularly occurring birds that now numbers over 330 species.

Birding in Maine is a year-round activity. Spring migration is long, with the hardest species arriving as the snow begins melting in early March and continuing well into early June with a final northward push of shorebirds. The songs of mixed sparrow flocks and the distinctive display-flight sounds of American Woodcock in early April are welcome notes to this eagerly awaited season. Blue-headed Vireos, Hermit Thrushes, Ruby-crowned Kinglets, and other vocal passerines make their presence known soon thereafter, accompanied by hawks that pour into the state through the month. Highlighting the spring migration for birders are the warblers: beginning with the first Palms and Pines in late April and finishing with the late-arriving Mourning in late May, the warbler migration is center stage at many of the most popular—and most accessible—birding sites around the state. A good morning at one of these sites can tally 22 or more warbler species. Shorebirds build in number through May, peaking during its last week.

June and July are alive with breeding activity. Time spent hiking mountain trails and exploring the spruce-fir and mixed woods of the Northern Forest provides opportunities to find such target birds as Spruce Grouse, Black-backed

Woodpecker, Yellow-bellied Flycatcher, Philadelphia Vireo, Gray Jay, Boreal Chickadee, Bicknell's Thrush, and a variety of warblers. The Nelson's and Saltmarsh Sparrows are late nesters and are reasonably easy to see through July. Atlantic Puffins, Razorbills, and Arctic Terns are also reliable finds on offshore islands through the period. When the woods go quiet in August, the focus shifts to the exceptional shorebirding at select locations all along the Maine coast. At times thousands of migrating shorebirds of a dozen or more species can be found, providing identification challenges for birders of all abilities.

Forest songbirds begin flocking in August, and their fall migration builds and peaks in September. Offshore islands and the ends of peninsulas often attract spectacular concentrations of these migrants, with warblers again often stealing the show, and the attendant Sharp-shinned Hawks and Merlins keeping everything moving. Maine's protracted fall migration period continues well through October into November as waterfowl, grebes, loons, alcids, and a variety of gulls take up winter residence along the coast. Among the 32 waterfowl species that regularly occur in Maine annually is the spectacular Harlequin Duck, which now can readily be found at an increasing number of sites through the winter. Although land birds can be scarce during the coldest winter months, the possibility of finding a Rough-legged Hawk, Snowy Owl, Northern Shrike, Bohemian Waxwing, or a flock of one of the "northern finches" that irrupt periodically here always makes birding outings well worthwhile.

Rural, extensively forested, studded with thousands of water bodies and rivers that drain to a deeply indented coastline, Maine invites exploring for birds. Visiting the sites listed in this brochure should provide the traveling birder with many opportunities to find most of the species that regularly occur in the state over the course of a year. These sites are among the state's best known and representative birding locations. There are many others, however, and a careful look at detailed maps, coupled with an effort to seek out local knowledge of where to find birds, will also be rewarding. Building public awareness in the value of birding tourism—and being respectful of both private property and the birds themselves—helps advance the efforts to conserve our birdlife.

LEGEND

- Hiking
- Restrooms
- Handicapped accessible
- Picnic facilities
- Fee charged

J F M A M J J A S O N D

Optimal viewing months

ACKNOWLEDGMENTS

Bob Duchesne conducted the principal research, writing and mapping.

PHOTO CREDITS: *Spruce Grouse* photo on cover, Eric Dresser, www.ericdresserphotos.com; *Atlantic Puffin* on cover, Paul Garrity, www.mainebirding.net; *Bay-Breasted Warbler* on cover and inside bird images, Garth McElroy, www.featheredfotos.com.

Maine
There's More To Maine



MAINE
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MAINE AT ITS BEST
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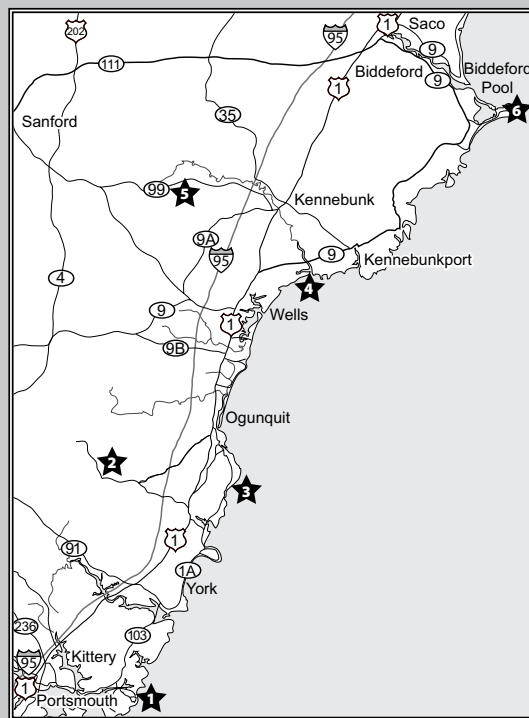


This guide is abridged from The Official Guide to the Maine Birding Trail, published by Down East Books, 2009. The Official Guide contains hundreds of additional sites, maps, and tips for birding Maine in all seasons. Available at www.downeastbooks.com

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THE MAINE BEACHES

MAP A



Miles of sand beaches, salt marshes, and tidal estuaries attract more than 30 species of shorebirds annually. Scattered headlands provide good scanning for seabirds. Deciduous forest and fields of the interior are breeding habitat for many species at their northern range limit.

FOR MORE INFORMATION ON THE MAINE BEACHES VISIT
WWW.SOUTHERNMAINECOAST.COM

Map A THE MAINE BEACHES

1. FORT FOSTER

Fort Foster in Kittery sits on Gerrish Island overlooking a large expanse of ocean and tidal river. This is a good migrant trap in spring and fall, and a winter place to look for alcids, sea ducks, and Purple Sandpipers. This is the site of a fort that protected the Portsmouth Naval Shipyard through both World Wars. The park gate is closed from late fall to late spring, but birders may park at the gate and walk in during the off-season. May be icy in winter.

DIRECTIONS:

From Route 1 in Kittery, follow 103 east 3.5 miles. Turn right onto Chauncey Creek Road, follow 0.5 miles, turn right onto Pocahontas Road. Cross the Gerrish Island Bridge, turn right, and follow Pocahontas Road 1.2 miles. A fee is charged in summer.

J F M A M J J A S O N D



2. MT. AGAMENTICUS

Mt. Agamenticus in York is one of Maine's best hawk-watching sites in September. Hawks are best seen on southerly breezes in the spring and northwest breezes in autumn. In breeding season, the surrounding woodland trails are good for songbirds.

DIRECTIONS:

From Route 1, turn south onto Clay Hill Road. Drive 3.9 miles, bearing right at a T-intersection, and continue another 1.6 miles. Drive 0.6 miles to the summit or park below and walk the trails or road.

J F M A M J J A S O N D



3. MARGINAL WAY

Marginal Way in Ogunquit is a narrow, paved, mile-long footpath that hugs the rocky shoreline. It is extraordinary any time of year. In winter, Harlequin Ducks and Purple Sandpipers can be plentiful and all of the sea ducks are possible. The path is lined with low shrubs, making it ideal for sparrows, mockingbirds, and cardinals any time of year and migrating passerines in spring and fall. May be icy in winter.

DIRECTIONS:

From Route 1 in Cape Neddick, follow Route 1A south 0.9 miles. Turn left on Shore Road in Ogunquit and proceed 4.6 miles to a hard right turn onto Perkins Cove Road. From Route 1 in Ogunquit, follow Shore Road 0.8 miles south to the entrance to Perkins Cove Road on the left.

J F M A M J J A S O N D



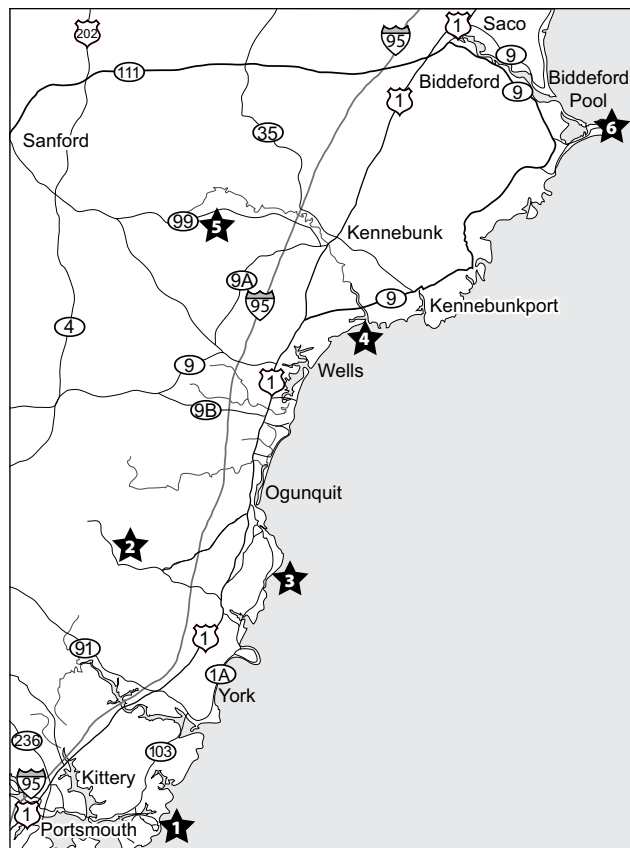
4. WELLS NATIONAL ESTUARINE RESEARCH RESERVE

Wells National Estuarine Research Reserve at Laudholm Farm can be exceptional year-round. A trail system provides 7 miles of hiking that meander through a diverse set of habitats. Eastern Towhees and Brown Thrashers flourish around the fields. Piping Plovers and Least Terns nest on the beach. On the northern end of the beach, a natural jetty draws roosting terns and gulls.

DIRECTIONS:

From Route 1, turn onto Laudholm Farms Road. Follow the (small) signs a half mile to the entrance.

J F M A M J J A S O N D



5. KENNEBUNK PLAINS WILDLIFE MANAGEMENT AREA

Kennebunk Plains Wildlife Management Area protects a sand plain ecotype that is home to unusual grassland species seldom encountered elsewhere in the state, including Grasshopper and Vesper Sparrows, Upland Sandpipers, Prairie Warblers, Eastern Towhees, and Brown Thrashers. Important: stay on dirt trails.

DIRECTIONS:

From Route 1, turn west on Route 9A (High Street), then in 0.3 miles turn right onto Route 99. Follow for 4.2 miles and look for the parking areas on both sides of the road.

J F M A M J J A S O N D



6. BIDDEFORD POOL

Biddeford Pool is another of Maine's exceptional year-round hot spots. The mile-long tidal pool is viewable from a distance for ducks, waders, and shorebirds. East Point Sanctuary is a small Maine Audubon property with paths that wander cliffside over 30 acres. Scan for Rough-legged Hawks and Snowy Owls on offshore islands in winter. Limited parking is available at the entrance gate. The rocky surf zone along Ocean Avenue is good for sea ducks, and shorebirds may roost on the rocks in season. The beach area is also good for shorebirds and the expansive bay is promising for sea ducks.

DIRECTIONS:

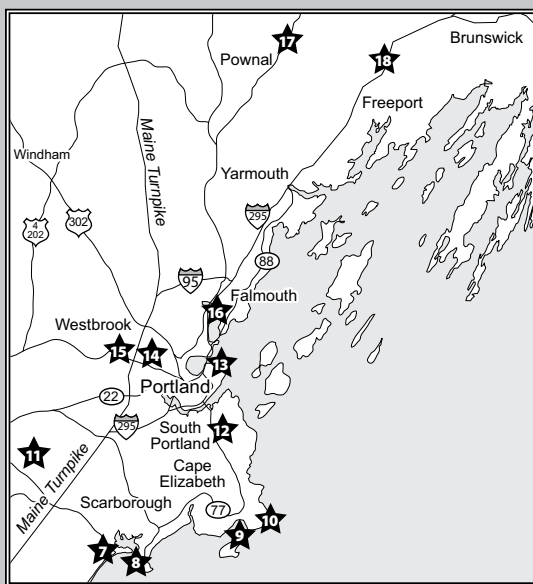
From Route 9, turn onto Route 208 and follow 1.8 miles to an intersection at the southwest corner of the pool. (Turn right for the southern half of Fortunes Rocks Beach). Turn left and follow to Hattie's Deli on the left. Then continue ahead, bearing right onto Main Street, and following to East Point. Turn right again onto Ocean Avenue and follow it around South Point to return to Main Street.

J F M A M J J A S O N D



GREATER PORTLAND AND CASCO BAY

MAP B



Straddling the boundary between the beach-and-marsh coast of the south and the rocky bay-indented coast of the north, this region is home to the state's most diverse coastal birdlife. Urban parks are often magnets for migrant songbirds.

FOR MORE INFORMATION ON
GREATER PORTLAND AND CASCO BAY VISIT
WWW.VISITPORTLAND.COM

Map B GREATER PORTLAND AND CASCO BAY

7. SCARBOROUGH MARSH

Scarborough Marsh encompasses over 3,000 acres of estuarine saltmarsh, 15 percent of the state's total. It produces the most abundant and diverse flocks of waterfowl and wading birds in migration, some of which breed here. The range of Nelson's and Saltmarsh Sparrows overlaps and interbreeding occurs. Glossy Ibises, Great Blue Herons, and Snowy Egrets are common. Little Blue Herons are regular and Great Egrets, Tri-colored Herons, and Black-crowned Night-Herons are uncommon. In winter, Rough-legged Hawks turn up regularly and Snowy Owls are rare. The seasonal Maine Audubon Nature Center midway along Pine Point Road can provide trail maps, birding tips, canoe rentals, and a bird-sighting register. In season there are regularly scheduled nature walks. The Eastern Trail walk/bike path is the preferred place to see both sparrows.

DIRECTIONS:

Route 1 through Scarborough passes through the north edge of Scarborough Marsh. Drive south along Route 1 from Portland, cross the marsh, and turn left onto Pine Point Road (Route 9) at Dunstan Landing. Proceed to the Maine Audubon Nature Center parking lot to begin the adventure. From Saco, drive north on Route 1. Pine Point Road will be a right turn at Dunstan Landing.

J F M A M J J A S O N D



8. PINE POINT

Pine Point is where the outflow of several streams mix with the incoming tide at the mouth of Scarborough Marsh, concentrating a rich food source. From late summer through autumn, check the large flocks of Bonaparte's Gulls for vagrant Common Black-headed Gulls and Little Gulls. Semipalmated Sandpipers and Plovers are plentiful in late summer, to be replaced by Dunlins later in autumn. In the height of shorebird season, stay alert for White-rumped, Pectoral, Stilt, and Baird's Sandpipers, and Hudsonian

Godwits. Check the oceanside beach at Pine Point. From fall through spring, the waters usually contain scoters, eiders, grebes, and loons. The jetty on the far north end of the beach is attractive to terns, and this is a good mainland site to look for Roseate Terns in summer.

DIRECTIONS:

From Route 1 in Scarborough and Scarborough Marsh, continue along Pine Point Road (Route 9) until it bends abruptly right toward Old Orchard Beach. Instead, turn left and follow to the town landing. There are two lefts—the first is East Grand; the second is King Street. Both end at the town landing.

J F M A M J J A S O N D



9. KETTLE COVE

Kettle Cove at the far eastern end of Crescent Beach State Park offers good winter views of beaches and waters. Look for loons, eiders, grebes, goldeneyes, and scoters. Mallards and American Black Ducks probe the shallows. Brant favor this spot in late winter. The spit can attract Horned Larks, Snow Buntings, and Lapland Longspurs in winter.

DIRECTIONS:

Kettle Cove is just 0.2 miles south of the entrance to Two Lights State Park or 0.8 miles north of Crescent Beach State Park. Look for the turn onto Ocean House Road and follow the sign to "Kettle Cove Area."

J F M A M J J A S O N D

10. DYER POINT

Dyer Point is a rocky promontory that pokes well into the Atlantic, and every Maine alcid is possible in fall and winter. Expect scoters, eiders, Buffleheads, Long-tailed Ducks, Black Guillemots, Horned Grebes, and Great Cormorants. Check the loons for a possible Red-throated Loon or even a vagrant Pacific Loon. In late summer, check for Northern Gannets, Greater, Sooty, and Manx Shearwaters, and migrating Parasitic and Pomarine Jaegers. In winter, Purple Sandpipers are possible. Nearby Two Lights State Park has a better view to the southeast, and its brushy habitat and mature conifer thickets make for good migrant trapping in spring. May be icy in winter.

DIRECTIONS:

From north or south, take Route 77 to Two Lights Road and follow to the end. From the north, Two Lights Road is about 5.4 miles from the bridge in Portland. From the south, it's 5.5 miles from the intersections of Routes 207 and 77 in Scarborough.

J F M A M J J A S O N D

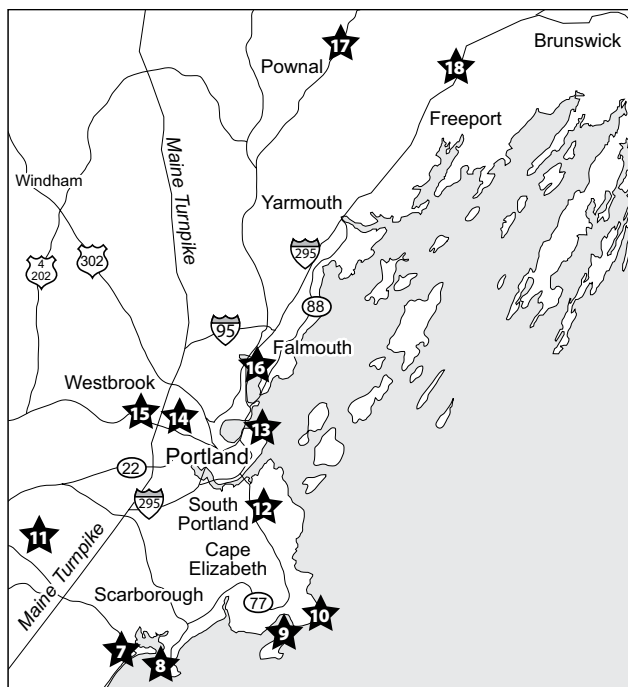
11. FULLER FARM

Fuller Farm is a 220-acre tract, which encompasses about 70 acres of grassland and hay fields—ideal for Savannah Sparrows, Bobolinks, and Eastern Meadowlarks. At least 21 species of warbler and 13 sparrows have been documented. Possibilities include Eastern Towhees, Indigo Buntings, Field Sparrows, and Black-billed and Yellow-billed Cuckoos.

DIRECTIONS:

From Exit 42 off the Maine Turnpike (I-95): at the first light, go left onto Payne Road, and left at the next light onto Holmes Road. Continue to the second intersection marked by a blinking light and turn right on Broadturn Road. Go approximately 1 mile to the farm's parking area on the right. Look for the kiosk in the parking area next to a large field. From Scarborough Marsh, Broadturn Road is directly across from Pine Point Road (Route 9) at Dunstan Corner. Fuller Farm is 4.1 miles northwest of Route 1.

J F M A M J J A S O N D



12. HINCKLEY PARK

Hinckley Park in residential South Portland is 40 acres of varied habitat. Expect a good variety of warblers in breeding season, including occasional Blue-winged Warblers. Check for Rough-winged Swallows over the ponds.

DIRECTIONS:

From downtown Portland, take the bridge to South Portland along Route 77. After crossing the bridge, continue for 0.8 miles along Route 77 (turn right on Ocean Street), and then turn right onto Highland Avenue. Follow for 0.3 miles and look for the park entrance on the left. From I-295, drive south toward South Portland, crossing the Fore River to Exit 4. Follow the signs to Route 1 (Main Street) in South Portland. Proceed south on Route 1 (Main Street) and turn left onto Broadway. Follow Broadway 2.3 miles to Route 77 (Ocean Street). Turn right onto Ocean Street, and follow 0.2 miles to the right turn onto Highland Avenue.

J F M A M J J A S O N D



13. EASTERN PROMENADE

Eastern Promenade, at the northeast end of Portland, extends into Casco Bay. Scan for common sea ducks, gulls, and perhaps an eagle. Song Sparrows overwinter in the brush along this path and other specialties such as Orange-crowned Warblers turn up in late autumn.

DIRECTIONS:

Washington Avenue intersects Eastern Promenade at its westernmost point.

Follow around to Cutter Street and descend to the parking and boat launch area.

J F M A M J J A S O N D



14. EVERGREEN CEMETERY

Evergreen Cemetery is Maine's premier site for warbler fallouts in May. Maine Audubon leads daily walks at 7am in mid-May with some of the state's leading experts. Check the schedule at www.maineaudubon.org. The best area is around the ponds at the back of the cemetery and on the footpaths associated with them.

DIRECTIONS:

From I-295, take Forest Avenue north at Exit 6. Continue north about a mile to a five-street intersection. Make a gentle left turn onto Woodford Street in front of the Dunkin' Donuts and follow to Stevens Avenue. Turn right onto Stevens, go past Deering High School, and look for the Evergreen Cemetery in about half a mile. Enter through the cemetery's second gate and proceed to the ponds at the back of the cemetery.

J F M A M J J A S O N D



15. CAPISIC POND PARK

Capisic Pond Park contains Portland's largest freshwater pond and many flowering trees. This 18-acre park borders on the Fore River, improving its attractiveness to songbirds, particularly Orchard Orioles. Soras and Virginia Rails breed in the cattails. It's a good place to look for migrating sparrows in spring and fall, and for fruit-loving birds in winter. Often done in combination with Evergreen Cemetery, which is only five minutes away.

DIRECTIONS:

From I-295 in Portland, exit west onto Congress Street at Exit 5 (5A from the south, 5B from the north). Follow Congress Street for less than half a mile, and then turn right onto Stevens Avenue, which is Route 9 East. In 0.2 miles, turn left at the light onto Frost/Capisic Street. Follow Capisic straight ahead, looking for Macy Street on the right. A small parking lot is available in front of the Capisic Pond Park sign. From Evergreen Cemetery, turn right onto Stevens Avenue and follow 1.2 miles to the right turn onto Frost/Capisic Street. Follow as above.

J F M A M J J A S O N D



16. MAINE AUDUBON'S GILSLAND FARM

Maine Audubon's Gilsland Farm in Falmouth is a 65-acre sanctuary open during daylight hours. Feeders around the center attract finches, sparrows, and a variety of other seedeaters. Tree and Barn Swallows nest on site; Bobolinks and Eastern Meadowlarks populate the meadows. The West Meadow Trail meanders through a forested wetland before circling the meadow. Two blinds overlook the Presumpscot River estuary. The Pond Meadow Trail leads to a pond where wading birds keep company with muskrats. The North Meadow Trail also passes through a grove of mature red oaks and hemlocks before entering the meadow.

DIRECTIONS:

From the north: take I-295 to Exit 10 and then left on Bucknam Road. At the light turn right onto Route 1 and continue south for one mile. After the blinking light at the intersection of Routes 1 and 88, the entrance to Gilsland Farm Road is on the right at the light blue sign. From the south: take I-295 to Exit 9. Continue 1.9 miles north on Route 1 and turn left onto Gilsland Farm Road at the light blue sign, immediately before the intersection of Routes 1 and 88.

J F M A M J J A S O N D



17. BRADBURY MOUNTAIN STATE PARK

Bradbury Mountain State Park is one of Maine's premier hawk-watching sites on any southerly or southwesterly breeze in early spring. Multi-use trails are productive for common songbirds throughout summer.

DIRECTIONS:

From I-295, take Freeport Exit 22 and head west off the highway. Turn left and follow the sign toward Bradbury Mountain State Park. After 4.5 miles, turn right onto Route 9 (Hallowell Road). The park is 0.5 miles ahead on the left.

J F M A M J J A S O N D



18. FLORIDA LAKE CONSERVATION AND RECREATION AREA

Florida Lake Conservation and Recreation Area protects 167 acres and a small lake. Several trails wind through differing habitats, producing a good variety of songbirds. The lake attracts waterfowl and wading birds in migration.

DIRECTIONS:

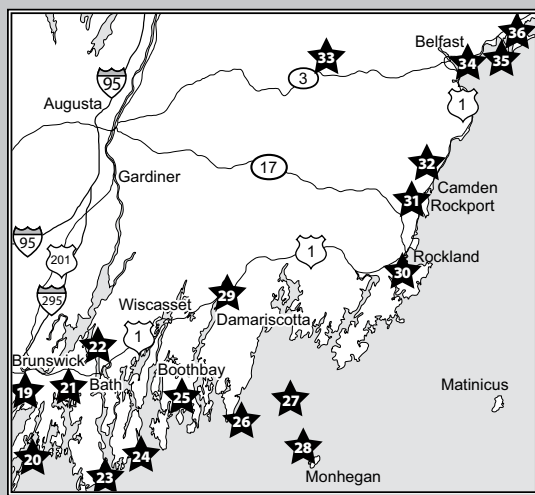
From I-295, take Freeport Exit 22 and head west off the highway. Florida Lake is 3.1 miles from the I-295 exit. From the exit, turn right onto Route 136/125, and continue to follow Route 125 when it diverges from 136 a half-mile later. After about 1.5 miles, look for the Florida Lake sign on the right. The access road runs behind some small homes to reach the parking lot 500 feet into the property.

J F M A M J J A S O N D



MIDCOAST REGION

MAP C



Deeply cut by rivers and bays whose tidal currents wind through hundreds of islands, this region harbors a mix of both freshwater and saltwater birds. Along this shore the boreal spruce forest extends to its southernmost limit, providing nesting habitat for birds normally associated with higher latitudes and altitudes.

FOR MORE INFORMATION ON THE MIDCOAST REGION VISIT
WWW.MAINESMIDCOAST.COM

Map C MIDCOAST REGION

19. MAQUOIT BAY

Maquoit Bay attracts shorebirds and waterfowl in migration. Dabbling ducks take over as the tide rises, while diving ducks may be found in the deeper channels at any tide. Check for wading birds in summer.

DIRECTIONS:

Proceed south on Maine Street 0.2 miles past the intersection with Pleasant Hill Road to where Maine Street splits into Merepoint Road and Maquoit Road. Bear right at the split and follow Maquoit Road 1.9 miles to a small dirt parking lot at Wharton Point, which overlooks the bay at a good vantage point.

J F M A M J J A S O N D

20. THE COASTAL STUDIES CENTER

The Coastal Studies Center is run by Bowdoin College and is located on a peninsula of Orrs Island, south of Brunswick. Walking trails roam through 116 acres of forests and fields, including several trails that offer extensive ocean views. In May, there is often opportunity to enjoy an influx of summer warblers before the wintering sea ducks have departed northward. June and July are promising for many of Maine's summer songbirds.

DIRECTIONS:

From Brunswick, take Route 123 (Harpwell Road) south 6.1 miles, turn left onto Mountain Road, proceed 2.7 miles and turn right onto Route 24 (Harpwell Island Road). Proceed another 2.6 miles and turn right on Bayview Road. The entrance is 0.8 miles from the intersection and the parking lot is another 0.2 miles. From Cook's Corner on Route 1, take Route 24 for 11.25 miles all the way to the right turn on Bayview Road.

J F M A M J J A S O N D



21. HAMILTON AUDUBON SANCTUARY

Hamilton Audubon Sanctuary has a mile of trails through open meadows and mixed woodland along a peninsula in the New Meadows River. Common songbirds are plentiful. The cove can be good for Common Eiders with young in early summer and Snowy Egrets in late summer. At low tide, check mud flats for shorebirds.

DIRECTIONS:

Take the New Meadows exit off Route 1 and turn left onto New Meadows Road, which turns into Foster Point Road after the stop sign. The sanctuary is 4 miles from Route 1 and 3 miles from the beginning of Foster Point Road.

J F M A M J J A S O N D



22. THORNE HEAD PRESERVE

Thorne Head Preserve, under the protection of Kennebec Estuary Land Trust, is rich in common warblers and vireos. Blackburnian Warblers are noteworthy. The paths are easy, providing level walking under a canopy of mature trees.

DIRECTIONS:

From downtown Bath, follow High Street north 2 miles to the end.

J F M A M J J A S O N D



23. POPHAM BEACH STATE PARK

Popham Beach State Park is extraordinary year-round. In winter, expect Common and Red-throated Loons, eiders, scoters, grebes, mergansers, Buffleheads, and Long-tailed Ducks. Horned Larks and Snow Buntings may forage on the beach. Also look for Northern Shrikes and crossbills. In summer, Piping Plovers and Least Terns sometimes breed. Common, Arctic, and Roseate Terns forage offshore. The salt marsh is habitat for Great Blue Herons and Snowy Egrets. American Bitterns, Green Herons and Black-crowned Night-Herons; and Great Egrets turn up regularly. Saltmarsh and Nelson's Sparrows are possible. Sandpipers and plovers stop during migration. Before leaving the area, continue on Route 209 to the end. Fort Popham has guarded the entrance to the Kennebec River since the U.S. Civil War and provides another sheltered spot to scan for Long-tailed Ducks, Buffleheads, goldeneyes, and terns.

DIRECTIONS:

From Bath, proceed south on Route 209 toward Phippsburg. At 11 miles, turn left and continue following Route 209 to the park entrance at 15 miles.

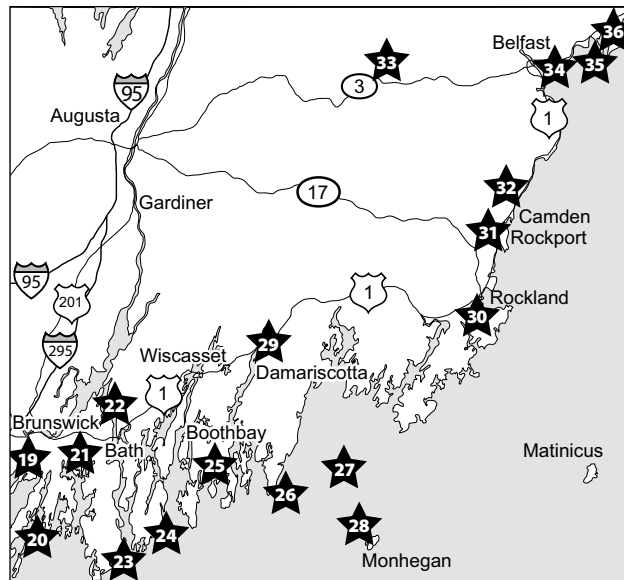


24. REID STATE PARK

Reid State Park provides outstanding birding in all seasons. It is ideal for wintering scoters, mergansers, grebes, Long-tailed Ducks, and Black Guillemots. King Eiders have turned up among the rafts of Common Eiders. Purple Sandpipers are common on the rocks at both ends of the beach. Exercise caution when Piping Plovers and Least Terns are nesting in summer.

DIRECTIONS:

From Woolwich (on the east side of the Kennebec River from Bath) take Route 127 south through Arrowsic and Georgetown 10.7 miles to the right turn toward the park. Follow to the gate.



25. LOBSTER COVE MEADOW

Lobster Cove Meadow in Boothbay is the most productive of several properties owned by the Boothbay Region Land Trust. The combination of ATV trails and footpaths winds through a mature softwood forest of white pine and spruce, following the slope downward through an open grassy meadow dotted with ancient apple trees, until reaching an extensive marsh. Twenty-one warbler species have been observed on the property. Green Herons, Least Bitterns, Virginia Rails, and Soras have been found in the marsh.

DIRECTIONS:

From the intersection of Routes 27 and 96 in Boothbay Harbor, take Route 96 for 0.4 miles. Turn right onto Eastern Avenue for 0.1 miles. Look for a small parking lot on the left at the trail entrance. The trail begins to the left of a private residence.



26. PEMAQUID POINT

Pemaquid Point extends well into the Atlantic Ocean. From the lighthouse, Common Eiders and Black Guillemots are usually observable. Common Loons, scoters, and Red-necked and Horned Grebes are regular in winter, and a King Eider is possible. In summer, shearwaters sometimes approach land. In migration season, this is an ideal place to observe Northern Gannets. Parasitic and Pomarine Jaegers are seen annually. Check both the fields and the surrounding trees for unusual migrants, especially in autumn.

DIRECTIONS:

From Route 1, there are two roads that lead to Pemaquid Point. From the south, the more direct choice is Route 129 from Damariscotta, bearing right onto Route 130 through Bristol, on through New Harbor and on to Pemaquid. From this direction, it is just shy of 12 miles to Pemaquid from Route 1A. From the north, take Route 32 south from Waldoboro. At the end of 19.7 miles, it will intersect with Route 130 in New Harbor, and the total distance to Pemaquid will be 22.6 miles.



27. EASTERN EGG ROCK

Eastern Egg Rock is the southernmost breeding colony of Atlantic Puffins in the world. From mid-May through mid-August, the Hardy Boat departs from New Harbor on daily boat trips around the island. Common, Arctic, and Roseate Terns nest on the island, and Razorbills are sometimes encountered. Call 1-800-2-PUFFIN (1-800-278-3346) or visit www.hardyboat.com.

DIRECTIONS:

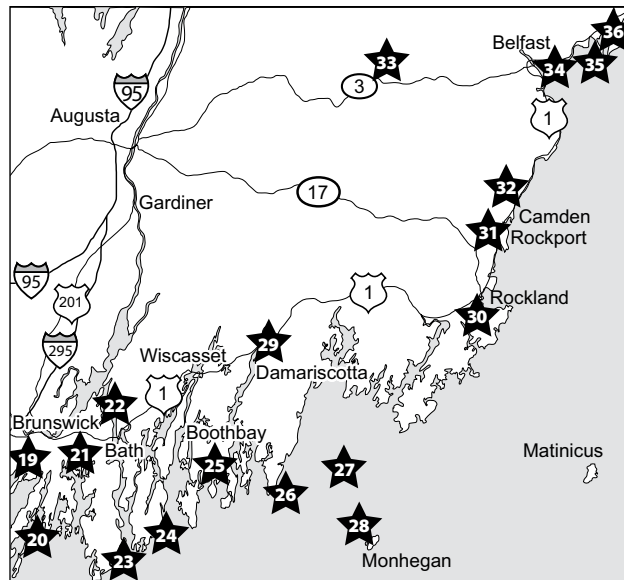
New Harbor is on Route 32, 19 miles from its intersection with Route 1. Meet the boat at Shaw's Fish & Lobster Wharf.



28. MONHEGAN ISLAND

Monhegan Island is a famous migrant trap and the birds often descend into the village itself. Though the island is only one square mile in size, 17 miles of interwoven trails crisscross it. Northern Gannets, and perhaps Parasitic or Pomarine Jaegers, are seen from the cliffs. Breeding Common Eiders and Black Guillemots surround the island. Peak birding occurs during the last three weeks of May and from late August through early October. A morning might turn up 20 different species of warbler. Blackpolls are summer breeders. Sharp-shinned Hawks, American Kestrels, Merlins, and Peregrine Falcons follow coastal migration routes and often get caught out on the island. Three boats provide ferry service to the island. The Monhegan Boat Line (www.monheganboat.com) departs from Port Clyde and provides three daily trips in summer, two daily in spring and fall, and three trips a week in winter. Call 207-372-8848. Hardy Boat Cruises (www.hardyboat.com) provides two daily trips in summer and one daily trip in spring, departing from New Harbor. Call 800-278-3346. The Balmy Days II (www.balmydayscruises.com) makes daily round trips from Boothbay Harbor and also offers an additional half-hour cruise around the island in the afternoon. Call 800-298-2284. All three boats pass close enough to nesting islands to assure sightings of terns. Wilson's Storm-Petrels move into the waters in June, while Greater and Sooty Shearwaters are sometimes seen.

J F M A M J J A S O N D



29. GREAT SALT BAY FARM

Great Salt Bay Farm sits atop 115 acres of former farmland overlooking the Damariscotta River. A restored marsh is breeding habitat for American Black Ducks, Wood Ducks, and Hooded Mergansers, while other waterfowl are present in migration. Green Herons, and American Bitterns are common and readily observable. Virginia Rails and Marsh Wrens may be heard at any time through summer. Ospreys and Bald Eagles are common sights over the nearby river.

DIRECTIONS:

Great Salt Bay Farm is located on Belvedere Road off Route 1 (the blinking yellow light about 1 mile north of the Damariscotta exit).

J F M A M J J A S O N D



30. WESKEAG MARSH

Weskeag Marsh in South Thomaston is one of Maine's best birding marshes. The state manages 537 of these acres as the R. Waldo Tyler Wildlife Management Area. Weskeag Marsh is noted for waders, waterfowl, and shorebirds.

It is the northernmost site where the breeding ranges of Nelson's and Saltmarsh Sparrows overlap, though the former is seen more often. A general view of the marsh can be enjoyed from the small parking area where Buttermilk Lane crosses the Weskeag flowage. Avoid tramping into the wetland areas. It is usually possible to locate the Nelson's Sparrows where the stream crosses under the main road. Good views can also be had from the adjacent slopes of the hayfield and the Maine Department of Inland Fisheries and Wildlife is currently forging plans for better access.

DIRECTIONS:

From Route 1 in Thomaston, turn onto Buttermilk Road and in 0.8 miles look for the parking turn at the marsh.

J F M A M J J A S O N D

31. BEECH HILL PRESERVE

Beech Hill Preserve is a 295-acre property of the Coastal Mountains Land Trust. It conserves the only bald hilltop in the area, including an old stone building at the summit that is on the National Register of Historic Places. The preferred trail begins in mature woods among Hermit Thrushes and Ovenbirds, later traversing a large area of regenerating forest that provides habitat for many Eastern Towhees, Catbirds, and Song Sparrows. Field and Savannah Sparrows are known nesters in the grassland near the summit. Yellow, Chestnut-sided, and Prairie Warbler sightings are possible. Snowy and Short-eared Owls have been noted around the summit in the off-season. Snow Buntings are possible from early autumn through winter.

DIRECTIONS:

From southbound on Route 1, pass Route 90 in West Rockport and turn right just beyond Fresh Off The Farm onto Rockville Street. Turn right again, following Rockville Street 0.75 miles to the trailhead parking lot. From northbound on Route 1, turn left onto South Street and follow 1.3 miles to Rockville Street. Turn right onto Rockville Street and look for the parking lot ahead.

J F M A M J J A S O N D



32. CAMDEN HILLS STATE PARK

Camden Hills State Park provides over 25 miles of trail across a series of peaks, marching through mixed forest. Views of Penobscot Bay are stunning. Maine's common bird species are found throughout the park. The summits of Mt. Megunticook and Mt. Battie are fruitful during hawk migration.

DIRECTIONS:

The entrance is prominently marked on Route 1 north of Camden.

J F M A M J J A S O N D



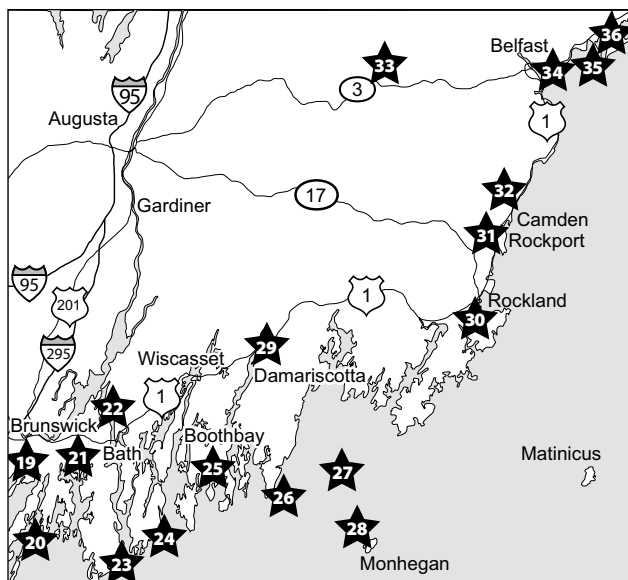
33. THE SHEEPSHOT WELLSRING LAND ALLIANCE

The Sheepscot Wellspring Land Alliance is a relatively new land trust that offers hiking trails through mixed forest habitat in Montville. The forest is such an equal mix of hard and softwood trees that species common to both forest types are often found here.

DIRECTIONS:

All trails are on Halldale Road. The main trail enters the woods just before a pond, located 0.5 miles west of the intersection with Route 220 (South Mountain Valley Road). Park on the shoulder. The trail loops around the pond, and a more distant marsh, returning to Halldale Road 0.25 miles west of the entrance.

J F M A M J J A S O N D



34. BELFAST HARBOR

Belfast Harbor is productive year-round but particularly in winter, when it is one of the prime spots to look for Iceland and Glaucous gulls and Barrow's Goldeneyes. Scan from the harbor pier itself and the footbridge off Water Street.

DIRECTIONS:

Route 1 skirts Belfast. From the south, exit onto Northport Avenue and follow into town where it becomes High Street. In the center of town, turn right onto Main Street, and the Town Pier is at the bottom of the street. From the north, exit onto Route 137 after crossing the Passagassawaukeag Bridge, turn left onto High Street, and left again onto Main Street, following to the end.

J F M A M J J A S O N D



35. SEARS ISLAND

Sears Island is a good spot for strolling and birding. A paved road runs up the spine of the island, but there are also several paths that are the remnants of the old farm roads that once crisscrossed the island. A variety of warblers and sparrows are common in summer. Also check for gulls, sea ducks, and shorebirds along the causeway to the island.

DIRECTIONS:

From Route 1, turn onto Sears Island Road 2 miles north of Searsport. Follow a short distance to the gate.

J F M A M J J A S O N D



36. FORT POINT STATE PARK

Fort Point State Park marks the site of a colonial fort guarding the Penobscot River. It sits in a spruce-fir forest that encourages songbird variety, which can be enjoyed by walking the mile-long entrance road. The park itself overlooks the bay, which is a good spot to look for loons, sea ducks, and eagles. The pier on the north edge of the park is a good place to look for Ruddy Ducks in the off-season. The gate is closed in winter, but visitors may park and walk from the entrance.

DIRECTIONS:

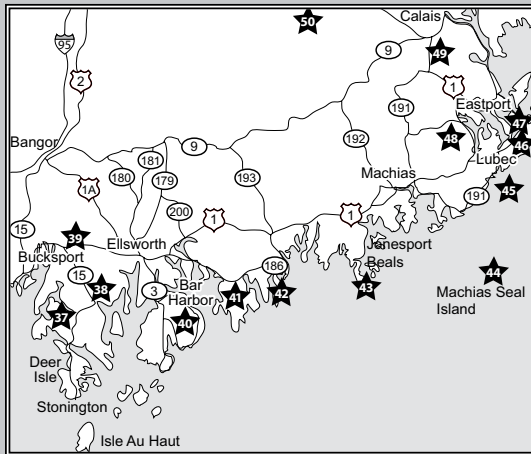
From Route 1 in Stockton Springs, follow the signs 3.1 miles to the park, along Cape Jellison Road, bearing left at the split.

J F M A M J J A S O N D



DOWNEAST AND ACADIA

MAP D



With its cold nutrient-rich seawater, high tidal ranges, and coastal spruce forest, this is the true boreal coast that harbors a rich array of seabirds, waterfowl, and breeding warblers. The large tracts of forest, large lakes, and blueberry barrens of the interior invite exploring for northern birds.

FOR MORE INFORMATION ON DOWNEAST AND ACADIA VISIT:
WWW.DOWNEASTACADIA.COM

Map D DOWNEAST AND ACADIA

37. HOLBROOK ISLAND SANCTUARY STATE PARK

Holbrook Island Sanctuary State Park is a network of old roads, paths, and animal trails ideal for birding. There are a variety of ponds, marshes, forests, and shoreline that can take a full day to explore. Maps and a local bird checklist are available at the visitor's center. Check Smith Cove for Bald Eagles, Ospreys, Great Blue Herons, and a variety of bay ducks. The quick hike to the summit of Backwoods Mountain passes through wooded uplands filled with common songbirds. The Beaver Flowage Trail is easy but often wet, offering warblers and songbirds that favor secondary growth. Canada Warblers are to be found in the low thickets bordering the wet areas.

DIRECTIONS:

From Route 176 in Brooksville, turn north onto Cape Rosier Road. Proceed 1.5 miles and watch for a small sign that indicates the right turn onto Back Road. Continue less than a mile and turn right again onto Indian Bar Road.



38. BLUE HILL MOUNTAIN

Blue Hill Mountain is a hill of multiple uses, all of which make it ideal for birding. Much of the hill is maintained for blueberries and open grassland, making it one of the better places to find Field Sparrows, Eastern Towhees, Indigo Buntings, and Brown Thrashers. Blackburnian and Black-throated Blue Warblers are among the dozen regular warblers to be found in the mature forested areas. In autumn, migrating raptors glide across Blue Hill Bay from the

peaks of Acadia National Park and pass the summit. The most commonly used trail ascends the summit from Mountain Road, where a parking lot is available at the trailhead.

DIRECTIONS:

Look for Mountain Road stretching between Routes 15 and 172 just north of Blue Hill Village.



39. THE WILDLANDS

The Wildlands consists of 4,300 acres preserved by the Great Pond Mountain Conservation Trust for multiple use, including biking, horseback riding, cross-country skiing, and birding. Surveys have turned up Whip-poor-wills, Northern Saw-whet Owls, Ruffed Grouse, American Woodcocks, and plenty of songbirds. The viewshed is extensive and the regrowth areas are productive and varied. There are two sections. Hothole Valley is the larger at 3,420 acres. From the trailhead on Route 1, a gravel road runs through the center, with a number of foot trails leading from it. The Dead River Section is 875 wooded acres sandwiched between Great Pond Mountain and the Dead River Flowage. Choose the former for upland birds in dry habitat. Choose the latter for wetland birds, including those to be found in "Hellbottom Swamp." Otters and beavers are among the possible sightings there, and moose may be encountered in either area.

DIRECTIONS:

From Route 1, access the Dead River Section via boat launch at Craig Brook National Fish Hatchery on Alamoosook Lake or on foot from Don Fish Trail, 0.5 miles past the Hatchery. The parking lot and trailhead for the Hothole Valley section are on Route 1, just west of the intersection with Route 176. There is also a North Gate on Bald Mountain Road in Dedham.



40. ACADIA NATIONAL PARK (MOUNT DESERT ISLAND)

Acadia National Park (Mount Desert Island) provides maps and information at its visitors center on Route 3 just before Bar Harbor. The park's network of hiking trails and carriage paths augments the birding available by car along the loop road. Some of the prime sites include:

Thompson Island – Best in winter when eiders, mergansers, goldeneyes, and other waterfowl are present, sometimes in large numbers at high tide. View from the picnic area (gated in winter).

Park Loop Road – Pullouts and picnic areas provide good general birding. The road is closed in winter, except for the popular section between the entrance station and Otter Cliff, which includes Sand Beach and Thunder Hole. Sea ducks and Purple Sandpipers are noteworthy along this section in winter. The winter access is marked by a small sign in front of the Ocean Drive Dairy Bar south of Bar Harbor on Route 3.

Sieur de Monts – A botanical garden and set of hiking paths make it one of the best places in the park for songbird variety.

Precipice Trail – Peregrine Falcons nest on the cliffs in early summer. Rangers with spotting scopes can help visitors spot the birds.

Cadillac Mountain – A premier hawk-watching site in autumn, with rangers stationed to assist. In summer, Eastern Towhees and Dark-eyed Juncos breed around the summit.

Jordan Pond – The trails and carriage paths in this area are good for songbirds.

Beech Mountain – A short hike to exposed ledges provides access to excellent hawk-watching in September.

Seawall – A prominent rock beach in Manset is excellent for sea ducks in all seasons, especially winter. Watch for Purple Sandpipers.

Wonderland and Ship Harbor Trails – Excellent for warblers; crossbills are uncommon in irruptive years.

All harbors on the island have Black Guillemots in summer and Long-tailed Ducks in winter. The view from the Bar Harbor pier is particularly productive. Also check the Bar Harbor sand bar at high tide in winter for sea ducks.

Whale-watch boats encounter many pelagic birds. Watch for Greater, Sooty, and Manx Shearwaters, Wilson's and Leach's Storm-Petrels, Red-necked and Red Phalaropes, Parasitic and Pomarine Jaegers, Northern Gannets and Northern Fulmars.

DIRECTIONS:

I-95 north to Augusta, then Route 3 east to Ellsworth and on to Mount Desert Island. Alternate route: I-95 north to Bangor, Route 1A east to Ellsworth, then Route 3 to Mount Desert Island.



41. ACADIA NATIONAL PARK (SCHOODIC POINT)

Acadia National Park (Schoodic Point) does not have a visitor center. Sea ducks are plentiful around the loop road, and there are many pullouts. Purple Sandpipers are regularly encountered along the rocky shore in winter. Warblers in summer and finches in winter may be expected in the spruce trees, while crossbills are a good bet in irruptive years.

Frazer Point – The open space and low shrubbery are good for warblers, and the picnic area provides a wide-open look at the channel where winter sea ducks are often visible.

Schoodic Head – The access road has produced Black-backed Woodpeckers (rare), and occasional Spruce Grouses have been noted on the summit. The road is closed in winter but even in summer, birders often elect to park at the bottom and hike the length.

Arey Cove – The cove just before Schoodic Point is good for sea ducks, particularly in winter.

Schoodic Point – Close views of eiders, mergansers, guillemots, and scoters are possible, along with wintering Harlequin Ducks and Buffleheads. Scan for distant Northern Gannets at any time except mid-winter.

Blueberry Hill – Scan for sea ducks. Thick-billed Murres are sometimes seen in winter. Great Cormorants are noteworthy in winter, Double-crested in summer.

DIRECTIONS:

From Ellsworth, continue on Route 1 for 19 miles to West Gouldsboro. Turn right onto Route 186 toward Winter Harbor. Proceed approximately 6 miles to a right that leads to the Schoodic Park area.



42. PETIT MANAN

Petit Manan is part of the Maine Coastal Islands National Wildlife Refuge. The Birch Point Trail begins near the parking lot, where a kiosk provides trail guides and bird lists. The trail gently slopes over a variety of habitat, including some boreal areas where Spruce Grouse are occasionally encountered. The Hollingsworth Trail is a more rugged 1.5 mile round-trip that leads to the eastern shore of the point. Driving or walking from the entry parking lot for about half a mile reaches this trail. From the shore, sea ducks and Laughing Gulls are likely. Petit Manan Island is offshore, home to Maine's second tallest lighthouse and a robust Atlantic Puffin colony.

DIRECTIONS:

Petit Manan peninsula lies at the end of Pigeon Hill Road. The turn onto Pigeon Hill Road from Route 1 is small and not well marked. It is 2.2 miles south of Milbridge or 2.9 miles north of Steuben on Route 1. Follow Pigeon Hill Road through a tiny village and fishing community to its termination at the refuge.



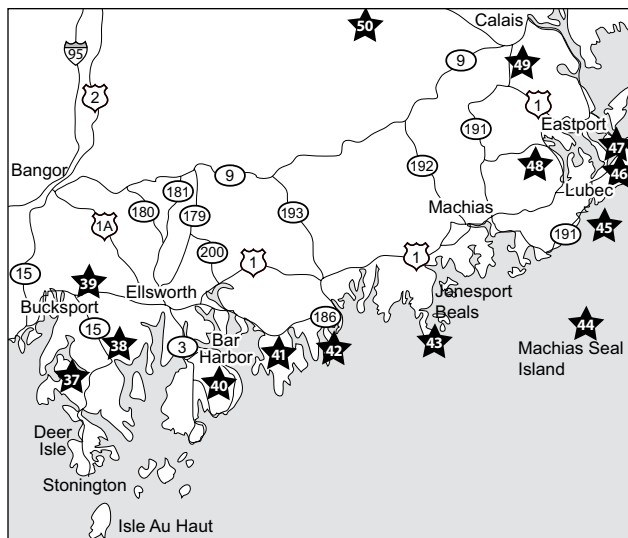
43. GREAT WASS ISLAND

Great Wass Island contains an excellent preserve of The Nature Conservancy. It is home to virtually all of the boreal species nesting in Maine – Palm Warblers, Boreal Chickadees, Spruce Grouse, Yellow-bellied Flycatchers, Lincoln Sparrows, and Black-backed Woodpeckers. Common Loons and sea ducks are regular along the shoreline. In any season, harbor seals haul out in great numbers off Cape Cove. One trail exits the parking lot, diverging into two: the Mud Hole Trail and the Little Cape Point Trail 100 yards later. The left fork (Mud Hole) meanders through spruce and fir for 1.5 miles until it reaches a narrow cove. From here it winds east until reaching Mud Hole Point. The right fork wanders 2 miles through a jack pine, spruce, and fir forest carpeted in thick moss. After about a mile, open ledges offer a glimpse of the preserve's best bog areas. It is possible to do both trails as a loop. A cairn and a red marker indicate the shoreline terminus for each trail. Walk the shoreline between them for a loop of about 5 miles.

DIRECTIONS:

Proceed through Jonesport, then Beals, and continue across the causeway to Great Wass Island. After 3 miles on a small road, look for the parking lot for The Nature Conservancy on the left.

J F M A M J J A S O N D



44. MACHIAS SEAL ISLAND

Machias Seal Island is the best offshore birding experience in Maine. The island is famous for its large Atlantic Puffin colony, but Razorbills and Common Murres are also plentiful. When conditions permit, it is possible to land on the island and watch the birds closely from blinds. Two commercial tours serve the island from Maine. The Norton family operates Puffin Tours out of Jonesport. Info at www.machiasseal island.com and 1-888-889-3222. Captain Andy Patterson operates the Bold Coast Charter Company out of Cutler. Info at www.boldcoast.com and 1-207-259-4484.

J F M A M J J A S O N D



45. CUTLER UNIT - BOLD COAST TRAILS

Cutler Unit - Bold Coast Trails are on Maine Public Reserve Land in Cutler. These hiking trails are extraordinary and seldom crowded, traversing some of the best boreal habitat in the state. Boreal Chickadees, Spruce Grouse and coniferous-loving warblers are present. Nearly 200 species have been recorded on or near this 2,190-acre unit, including Merlin, Peregrine Falcon, and six owl species. Not only Common Eiders and Black Guillemots are easily observed from the coastal trail but also seals, porpoises, and sometimes whales. Black bear, moose, deer, bobcat, and coyote inhabit the preserve. Good footwear and adequate hiking ability required.

DIRECTIONS:

The Bold Coast Trails are located along Route 191, three miles north of Cutler.

J F M A M J J A S O N D



46. QUODDY HEAD STATE PARK

Quoddy Head State Park is home to one of Maine's best-known lighthouses, located on the easternmost point in the United States. While eiders, loons, guillemots, and mergansers are regular treats, Razorbills are occasionally seen in all seasons. Scan Sail Rock for Double-crested Cormorants in summer, Black-legged Kittiwakes in autumn, and Great Cormorants in winter. Boreal Chickadees are sometimes encountered in the parking lot. While the park contains 4.5 miles of trails, the Bog Trail is particularly exceptional, with breeding Yellow-bellied Flycatchers, Palm Warblers, and Lincoln's Sparrows.

DIRECTIONS:

Follow Route 189 toward Lubec 9.6 miles from the intersection with Route 1 in Whiting. Turn right on South Lubec Road and follow to the end. From Route 191 via the Boat Cove Road, bear left onto the South Lubec Road. The lighthouse area is straight ahead at the end. The picnic area and trails are in a separate parking area bearing right.

J F M A M J J A S O N D



47. SOUTH LUBEC SAND BAR

South Lubec Sand Bar is one of Maine's best places to witness shorebird migration. The best period is from the second week of August through Labor Day weekend. Semipalmated Sandpipers and Plovers are the most numerous, with fewer numbers of Least and White-rumped Sandpipers. Pectoral Sandpipers are few but noticeable as they tower above their cousins. Black-bellied Plovers are plentiful and American Golden Plovers can often be found in their midst. Short-billed Dowitchers and Red Knots also occur regularly. The near sections of the sand bar are clearly posted as no trespassing and must be respected. It is permissible to park in the parking area, walk directly to the beach, and then down the beach to state land. If the parking area is full, please return later. Always view the birds from a distance. Never approach or disturb roosting birds.

DIRECTIONS:

From South Lubec Road, look for Bar Road leading to the beach. Park only in the parking area. Go directly to the beach, avoiding private property. Only the south end of the bar is owned by the state.

J F M A M J J A S O N D

48. MOOSEHORN NATIONAL WILDLIFE REFUGE, EDMUNDS DIVISION

Moosehorn National Wildlife Refuge, Edmunds Division, is primarily a loop of dirt roads that navigate mixed woodland and managed wetlands. Unusual northern forest warblers and Boreal Chickadees are present in small numbers. Common warblers, flycatchers, thrushes, and woodpeckers are abundant. Wetlands may contain American Black Ducks, Hooded Mergansers, and Ring-necked Ducks. Watch for Northern Goshawks. The South Trail Road turns west from Route 1 just south of Cobscook Bay State Park. The North Trail Road likewise turns west about a mile north of the park. Both are marked with small signs and kiosks. At the far end of South Trail Road, Crane Mill Road stretches northwest to connect the two.

DIRECTIONS:

The South Trail Road is almost 4 miles north of the Route 1 intersection with Route 189. The North Trail Road is a mile farther north.

J F M A M J J A S O N D



49. MOOSEHORN NATIONAL WILDLIFE REFUGE, BARING DIVISION

Moosehorn National Wildlife Refuge, Baring Division, was originally established to promote habitat for game birds, primarily American Woodcock and waterfowl. Over 220 species have been identified here. Approximately one-third of the refuge is part of the National Wilderness Preservation System. A kiosk at the visitors center has maps, bird lists, and information. There are many management roads throughout the refuge, which provide excellent bird hiking. Moose are seen regularly. Four natural lakes and 50 restored wetlands harbor an abundance of waterfowl, as well as Soras and Virginia Rails, and Marsh Wrens. Ospreys and Bald Eagles are common.

DIRECTIONS:

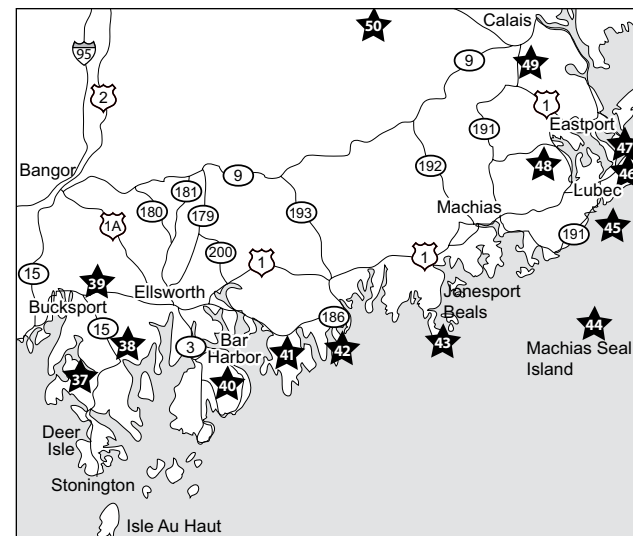
The refuge is obvious from Route 1 in Baring. The visitors center and most of the trails are reached from the Charlotte Road. Follow the signs.

J F M A M J J A S O N D



50. DOWNEAST LAKES LAND TRUST

Downeast Lakes Land Trust in interior Washington County conserves 27,000 acres for multiple uses, including hiking and canoeing access. The Little Mayberry Cove Trail begins at the outlet dam and follows the shoreline for 2.5 miles through mature hemlock forest. Black-throated Blue Warblers, Scarlet Tanagers, and Eastern Wood-Pewees are common. The Pocumcus Lake Trail provides two loops: one loop is 1.3 miles long, the other 3.6 miles. This trail begins in secondary growth forest and proceeds through thick vegetation into a mature canopy forest. Northern Parula, Black-throated Blue, and Blackburnian Warblers



are plentiful. Near the lake, the white pines harbor Pine Warblers and any damp tangle within the forest is likely to shelter a Canada Warbler. It's a good trail for Ruffed Grouse and moose. The trailhead is located 7.5 miles from Grand Lake Stream on the Fourth Lake Road. Wabassus Landing at Mile 6 deserves a visit. Check the flowage on both sides of the road for waterfowl. Walk the short road to the landing for warblers, thrushes, kinglets, and nuthatches.

DIRECTIONS:

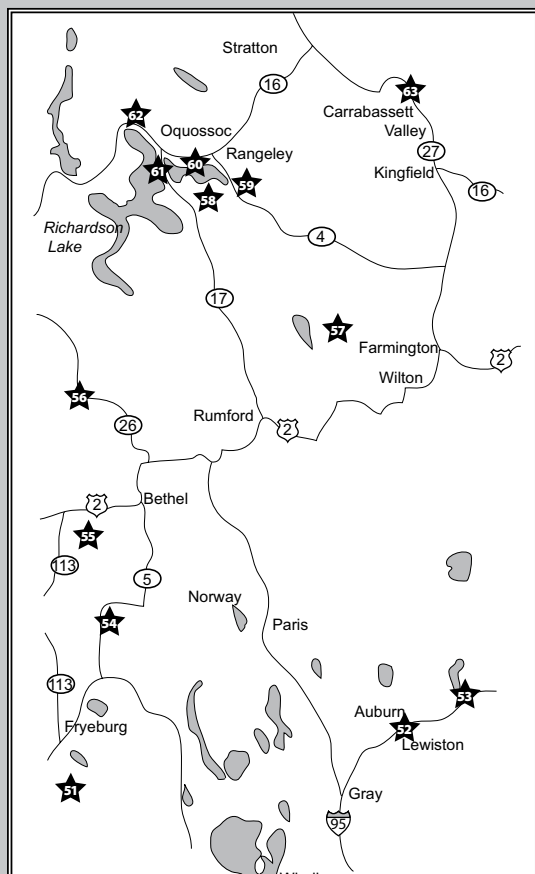
From Route 1 in Indian Township, 2 miles north of Princeton, turn west onto Grand Lake Stream Road and follow to the village. The land trust office is in the center of the village, opposite the convenience store. Additional maps and information are available during business hours, and at www.downeastlakes.org.

J F M A M J J A S O N D



MAINE'S LAKES AND MOUNTAINS

MAP E



The eastern flank of the White Mountains and their foothills drain seaward through hundreds of lakes and wetlands in this diverse wooded region. The birdlife here reflects the transition of forest types, from high-elevation spruce forest to the bottomland hardwoods along its many rivers.

FOR MORE INFORMATION ON MAINE'S LAKES AND MOUNTAINS
VISIT WWW.WESTERNMAINE.COM

Map E MAINE'S LAKES AND MOUNTAINS

51. BROWNFIELD BOG

Brownfield Bog is valued by Maine birders because it contains species more common to southern New England. It is the most reliable Maine location to find Yellow-throated Vireos and Blue-gray Gnatcatchers. Yellow-billed and Black-billed Cuckoos are also present. The bog is part of the Saco River complex and has been improved for waterfowl management. Least Bitterns, Wilson's Snipes, and Virginia Rails reside among the reeds.

DIRECTIONS:

From Route 5/113 in Brownfield, turn east on Route 160 (Denmark Road). Blinking traffic lights protect this intersection of several roads. Proceed 1.4 miles and turn onto Lord's Hill Road, then an immediate left onto Bog Lane. (There is no other sign to indicate the property.)



52. THORNCRAG NATURE PRESERVE

Thorncrag Nature Preserve overlooks Lewiston from the highest point in the city. The Stanton Bird Club has managed this 310-acre preserve for over 80 years and maintains 3 miles of easy trail. A variety of Maine's common songbirds are present.

DIRECTIONS:

The sanctuary is reached from Sabattus Street (Route 126) on the east side of Lewiston. Look for the Hannaford Supermarket and turn onto Highland Spring Road adjacent to it. One trail entrance is at the end of Highland Spring Road, or turn left onto Montello Street, right onto East Avenue, and park at the end near the Montello Heights Reservoir.



53. SABATTUS POND

Sabattus Pond is remarkable in autumn when water levels are drawn down, exposing extensive mud flats. Surprising numbers of Semipalmated, Least, and White-rumped Sandpipers are joined by Pectoral Sandpipers, Black-bellied Plovers, Greater Yellowlegs, Short-billed Dowitchers, Killdeer, and later-arriving Dunlins. Stay alert for American Golden Plovers and Sanderlings. As the shorebirds depart, waterfowl move in. From October until freeze-up, regulars include Mallards, American Black Ducks, Ruddy Ducks, Hooded Mergansers, Common Goldeneyes, Green-winged Teals, American Wigeons, Northern Pintails, Ring-necked Ducks, both species of scaup, and American Coots. Even saltwater migrants are possible. Most of the available birding is from a small park and boat launch called Martin Point on the southwestern corner of the pond.

DIRECTIONS:

From the Maine Turnpike, take Exit 86 (ME 9 / Sabattus) and head west on Route 9. In 1.3 miles, Route 9 will turn left. Instead, proceed straight through the light for another 0.3 miles to Sabattus, and then turn right on Elm Street and right again on Lake Street to the park at Martin Point.



54. THE GREATER LOVELL LAND TRUST

The Greater Lovell Land Trust has built an inventory of birding opportunities in Western Maine. Sucker Brook Preserve is a 32-acre nature trail in Lovell. It begins and ends on Horseshoe Pond Road. The trail is best known for its profusion of Cardinal Flowers in August, but birders will find it more productive from April through July. Many common warblers, woodpeckers, and flycatchers nest within the preserve. There is a viewing platform that overlooks a bog.

DIRECTIONS:

From Route 5, take the West Lovell Road over the Narrows, past the Kezar Lake Marina. Bear left onto Foxboro Road, then right at New Road. Turn right at Horseshoe Pond Road.

The Heald Pond Preserve trail follows a jeep path, skirting the west side of Heald Pond, good for common warblers and thrushes. The Bradley Pond Preserve is part of the same parcel as Heald Pond but the access trail begins from a different parking lot. It loops through hardwood forest that leads hikers around a woodland bog.

DIRECTIONS:

From Route 5, turn east onto Slab City Road. The 2.4-mile Heald loop trail begins on Slab City Road 500 feet west of the Fairburn parking area at the south end of Heald Pond. The Bradley Pond Trail is reached via Heald Pond Road just a little farther down Slab City Road.



55. THE WHITE MOUNTAIN NATIONAL FOREST

The White Mountain National Forest extends across the New Hampshire border into Maine. Route 113 skirts the west side, passing through Evans Notch and providing access to scenic overlooks, trailheads, and campgrounds. Crocker Pond is a small campground (7 sites) on the east side of the forest. The access road and many of the wetlands in this area are extraordinarily rich, both in birds and moose. An auto tour begins at Patte Brook, where tour maps are normally stocked. Patte Marsh is a 45-acre wetland improved by the U.S. Forest Service and Ducks Unlimited. Waterfowl can be abundant in spring and fall. The road ends at Crocker Pond. Bird the access road, the parking area, and the Round Pond trail located beyond the parking area.

DIRECTIONS:

Route 113 passes through Evans Notch. Crocker Pond may be reached from Route 2 via Flat Road in West Bethel or from Route 5 in Albany just south of Songo Pond. Follow the signs.



56. GRAFTON NOTCH STATE PARK

Grafton Notch State Park is very popular with hikers. The Appalachian Trail twists over some of the prettiest summits in Maine, including Old Speck and Baldpate Mountains. Between the peaks, Bear River plummets alongside Route 26 through scenic drops like "Screw Auger Falls," "Mother Walker Falls Gorge," and "Moose Cave Gorge." At the Appalachian Trail parking lot, Philadelphia Vireos dominate the dawn chorus. Peregrine Falcons nest on the cliffs. Spruce Meadow Picnic Area begins a transition to boreal habitat at the northern end of the park. Boreal Chickadees can be found here. This zone extends for another three miles beyond

the park boundary, which can be scouted for Black-backed Woodpeckers. At higher elevations of the park, encounters include Gray Jays, Spruce Grouse, Yellow-bellied Flycatchers, Bay-breasted Warblers, and Blackpolls. Bicknell's Thrushes are present throughout the krummholz zone of the Mahoosuc Range.

DIRECTIONS:

The park sits astride Route 26 between Grafton and Newry.



57. MT. BLUE STATE PARK

Mt. Blue State Park is second only to Baxter State Park as the largest state park in Maine. It contains several hiking peaks and a lakefront camping area. Center Hill is a short, interpretive trail reached shortly after driving into the park. It features breeding Hermit Thrushes and Winter Wrens. Many common warblers are easily located, and Scarlet Tanagers are often audible from the parking lot.

DIRECTIONS:

From Route 2 in Wilton, turn onto Route 156 and follow the signs to the park in Weld.



58. RANGELEY LAKE STATE PARK

Rangeley Lake State Park is popular primarily for camping and swimming, but a trail winds along the edge that yields many of Maine's common songbirds.

DIRECTIONS:

From Route 4, turn onto South Shore Drive — approximately 5 miles on right. From Route 17, turn onto South Shore Drive — approximately 3 miles on left.



59. SADDLEBACK MOUNTAIN

Saddleback Mountain is a large ski area on the outskirts of Rangeley. It is also the most reliable place to find Bicknell's Thrush, though the climb is very strenuous and unsuitable for many people. Saddleback Mountain management is accustomed to hikers accessing the summit via their ski trails and has marked the proper route. Check for a hiking trail map at the base lodge. Once above 2,500 feet, birders are free to enjoy Blackpolls, Bay-breasted Warblers, Boreal Chickadees, Gray Jays, and Spruce Grouse. The Bicknell's Thrush is notorious for singing only at dawn and dusk, but its call notes may occur at any time.

DIRECTIONS:

From Route 4 just south of Rangeley, turn onto Dallas Hill Road and follow the signs.

J F M A M J J A S O N D



60. HUNTER COVE

Hunter Cove is a property of the Rangeley Lakes Heritage Trust. Several trails wander through mixed habitat to a cove on Rangeley Lake. A thick stand of young spruce near the parking lot sometimes harbors Boreal Chickadees. Blackburnian Warblers are common over the first few hundred yards of the trail, and Cape May Warblers have appeared annually.

DIRECTIONS:

The entrance is on the west side of Route 4 between Rangeley and Oquossoc, at the foot of Dodge Pond Hill opposite Dodge Pond.

J F M A M J J A S O N D



61. BALD MOUNTAIN

Bald Mountain is a 2,443-foot knob that separates Rangeley and Mooselookmeguntic Lakes. There is an observation tower on top that assures a superb 360-degree view. The bottom two-thirds of the ascent passes through mature hardwood forest. After 45 minutes of hiking, the forest begins its transition to balsam fir and spruce where boreal species become more familiar.

DIRECTIONS:

The trailhead is on Bald Hill Road less than a mile from the end of Route 4 in Oquossoc.

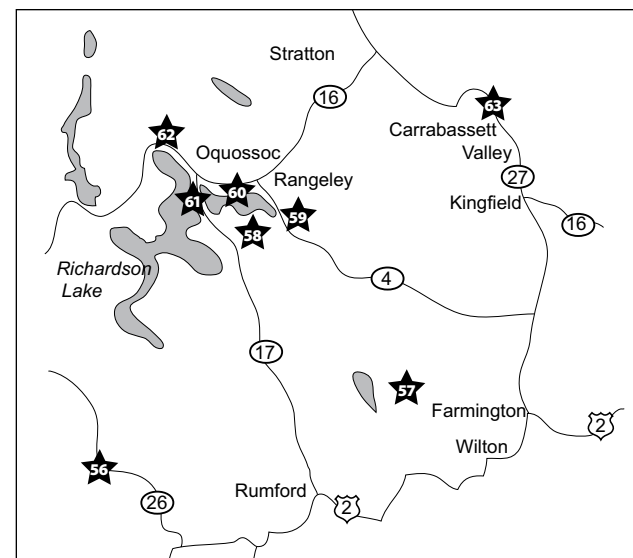
J F M A M J J A S O N D



62. BOY SCOUT ROAD

Boy Scout Road is another project of the Rangeley Lakes Heritage Trust. This dead-end, dirt road provides excellent birding through a mixture of habitats.

Most of its 3-mile length shadows an alder stream, beginning in deciduous forest but changing to mixed habitat and then thick spruce over a



relatively short distance. Boreal Chickadees and Gray Jays are resident, and other northern birds are likely.

DIRECTIONS:

The Boy Scout Road is on the east side of Route 16, just 1.3 miles after its split with Route 4 in Oquossoc.

J F M A M J J A S O N D



63. BIGELOW PRESERVE

Bigelow Preserve features outstanding hiking trails. During an ascent of the various peaks, habitats change rapidly and a great assortment of forest birds are found. Above 3,000 feet, look and listen for Bicknell's Thrushes. Bigelow Mountain is a strenuous, all-day hike well worth the effort.

DIRECTIONS:

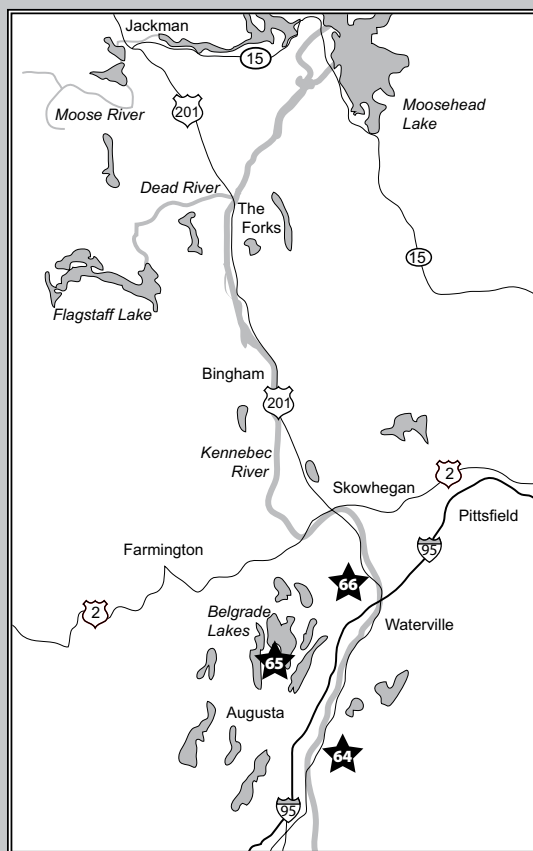
A major trailhead is located prominently on Route 27, which accesses all trails on both sides of the road. An alternative set of trailheads is located within the Bigelow Preserve on Stratton Pond Brook Road, marked by a small sign.

J F M A M J J A S O N D



KENNEBEC & MOOSE RIVER VALLEYS

MAP F



From the broad Kennebec River Valley lowlands to the high peaks of the Western Mountains, this region offers habitats for a broad cross-section of bird species.

FOR MORE INFORMATION ON
THE KENNEBEC & MOOSE RIVER VALLEYS VISIT
WWW.KENNEBECVALLEY.ORG

Map F KENNEBEC & MOOSE RIVER VALLEY

64. PINE TREE STATE ARBORETUM

Pine Tree State Arboretum is Augusta's best birding spot. Two dozen warbler species pass through, and many common species linger to breed. Bobolinks and Savannah Sparrows nest in the grasslands. Wilson's Snipes and Soras are in the wetlands. Expect orioles, tanagers, and flycatchers. Maps and bird lists are available at Viles Visitor Center, open Mon-Fri, 8am-4:30pm.

DIRECTIONS:

In Augusta, on the east side of the Kennebec River, follow Hospital Street (Route 9) one mile to the visitors center on the left.

J F M A M J J A S O N D



65. THE KENNEBEC HIGHLANDS

The Kennebec Highlands include the highest peaks in Kennebec County, several streams, many wetlands, and five undeveloped ponds. It is a great example of a mature hardwood forest, preferred by Wood Thrushes. The area is interwoven with old logging roads, hiking paths, and multiuse trails. The Kennebec Highlands Trail serves as the backbone of the main preserve. It runs along the ridge in front of the higher peaks and connects the access trails to the many other footpaths. Vienna Mountain is the tallest peak and its exposed summit can present fair hawk watching in September. French Mountain Trail is an easy hike through varied habitat that supports many common songbirds. The Sanders Hill Loop is one of the best birding trails because it crosses several habitats in rapid succession. Blueberry Hill is a pleasant picnic spot that requires only a few minutes to appreciate. Round Top Trail begins at the southern end of the preserve and packs good birds

and views over a relatively short hike. Full trail maps are on sale at local stores in the area.

J F M A M J J A S O N D



66. THE GOOD WILL-HINCKLEY SCHOOL

The Good Will-Hinckley School campus was built with walking trails and arboretums that start behind the L. C. Bates Museum. The Dartmouth Trail is nearly a mile long and returns via the Bowdoin Trail. There are several side trails, cut-offs, and extensions that provide alternative paths. Black-throated Green and Blackburnian Warblers, Northern Parulas, Winter Wrens, Hermit Thrushes, and Eastern Wood-Pewees are normally easy to find in the woods. Wood Thrushes and Brown Creepers are present in smaller numbers. Side trails that lead to the adjacent fields provide an opportunity to find Bobolinks, Indigo Buntings, Northern Harriers, and Wild Turkeys. Check the farm pond for Warbling Vireos, Soras, American Bitterns, and Wilson's Snipes. The museum features a mounted display of Maine birds and 19 dioramas of native species in their habitats by Impressionist artist Charles D. Hubbard. The museum organizes programs, tours, and bird walks on the property, and is open Wednesday through Sunday (closed Sunday in winter).

DIRECTIONS:

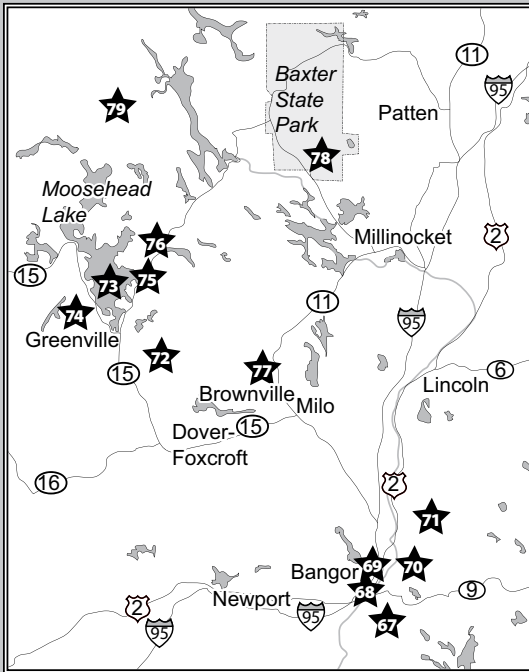
From Exit 113 off the Maine Turnpike (I-95) turn north toward Skowhegan. The campus is about 5.5 miles on the left

J F M A M J J A S O N D



THE MAINE HIGHLANDS

MAP G



Rolling forested uplands interspersed with hundreds of large lakes surrounding the distinct cluster of mountains in Baxter State Park are home to a characteristic suite of northern woodland and water birds in this large and sparsely populated region.

FOR MORE INFORMATION ON THE MAINE HIGHLANDS VISIT
WWW.THEMAINEHIGHLANDS.COM

Map G THE MAINE HIGHLANDS

67. FIELDS POND AUDUBON CENTER

Fields Pond Audubon Center is open to visitors from dawn to dusk. The center includes 192 acres of fields, wetlands, forest, lakeshore frontage, and a 22-acre island. Bluebird boxes ring the fields where Bobolinks and Savannah Sparrows can also be found. The shrubs and woodlands produce sightings of most common songbirds, while Sora, Virginia Rail, and American Bittern calls can be heard from the marsh. The nearby Sedgeunkedunk Stream Marsh is one of the best places in the area for early spring waterfowl, many of which remain to nest. Continue along Fields Pond Road to reach the marsh.

DIRECTIONS:

From I-95, take exit 45 to I-395 towards Brewer. Proceed over the Penobscot River, and then take the Parkway South exit from I-395. Turn left from the exit and continue on Parkway South to a four-way junction. Turn left on Elm Street, which becomes Wiswell Road in about a mile. Continue on Wiswell Road to Fields Pond Road, turn right, and follow to the well-marked center on the left.

J F M A M J J A S O N D



68. THE BANGOR CITY FOREST AND ORONO BOG BOARDWALK

The Bangor City Forest and Orono Bog Boardwalk are included in a 650-acre forest tract owned by the city of Bangor. It highlights 9 miles of hiking and biking trails and about 4 miles of access roads, with close and easy views of many songbirds. The boardwalk is a spectacular 4,200-foot long platform through a raised peat bog. Look for Lincoln's Sparrow and Palm Warblers amid the unusual plants that make the bog so interesting. The boardwalk is closed in winter.

DIRECTIONS:

From the end of Hogan Road after the Bangor Mall, turn right onto Stillwater Avenue, and then travel about 1.3 miles to Tripp Drive. (You will see small signs for the Bangor City Forest and the Bog Boardwalk). Park in the lot at the end of Tripp Drive.

J F M A M J J A S O N D



69. NEWMAN HILL PRESERVE

Newman Hill Preserve is also known locally as the Taylor Bait Farm. Its shallow ponds attract waterfowl in the spring and shorebirds in the fall. The first pond is less than a mile along Taylor Road. A second pond is reached by walking past the gate that marks the end of legal parking and past the private house on the right. Beyond it there is a third pond often worth checking. Park only where designated along the first pond and stay on marked trails. A footpath also winds over Newman Hill, which is well marked beyond the first pond.

DIRECTIONS:

From the Bangor Mall, go north on Stillwater Avenue to Forest Avenue. Turn left, proceed 1.4 miles, and turn right onto Taylor Road. Go north on Stillwater Avenue to Forest Avenue. Turn left, proceed 1.4 miles, and turn right onto Taylor Road.

J F M A M J J A S O N D



70. LEONARD'S MILLS

Leonard's Mills is a living-history sawmill museum. While the museum complex is interesting to birders, the one-mile access road is particularly worthy. This lightly traveled dirt road traverses several habitats in rapid succession through the Penobscot Experimental Forest. It is a warbler-rich environment in May and June, with the particular species changing as the access road passes from secondary growth, then conifers, over wetlands beneath a power line, and finally into the mature forest around the mill.

DIRECTIONS:

Located on Route 178 in Bradley, halfway between Brewer and Milford. Watch for the sign. Park at either end of the access road. A large parking area is available at the mill.

J F M A M J J A S O N D



71. SUNKHAZE MEADOWS NATIONAL WILDLIFE REFUGE

Sunkhaze Meadows National Wildlife Refuge is a vast expanse of peat land, marsh, and wetland forest, though the interior is largely accessible only by canoe. It is breeding habitat for waterfowl, wading birds, and several unusual species. The Carter Meadow Road offers an excellent 2-mile loop hike to an observation platform overlooking the entire wet meadow. A parking area and kiosk are just north of the entrance. The Oak Point Trail is about 1.5 miles long, wet in spring, but with boardwalks to help in the most challenging places. The Johnson Brook Trail loops for about 3 miles through upland forest. A parking lot and map kiosk serve this trailhead. Both trails begin on the County Road. The Buzzy Brook Trail System is accessed from the Stud Mill Road close to where the power lines cross. The trail begins within the gated McLaughlin Road. Some of the best birding is done right from the County Road, which circumnavigates the refuge, and from the Stud Mill Road. The latter is a major logging truck route with substantial pockets of boreal forest over its length. It offers the best chance at northern species close to Bangor,

including Boreal Chickadees, Gray Jays, Spruce Grouse, and Black-backed Woodpeckers.

DIRECTIONS:

To reach the southern half of the refuge, take the County Road from U.S. 2 in the center of Milford. To reach the northern half of the refuge, follow U.S. 2 north to Costigan and turn right onto Greenfield Road. Take the first right, proceed for about 0.5 miles, and then turn left onto the Stud Mill Road. Continue on the Stud Mill Road for about two miles to the refuge boundary.

J F M A M J J A S O N D



72. BORESTONE MOUNTAIN

Borestone Mountain is a unique Maine Audubon sanctuary that includes a popular hiking mountain with breathtaking views, three crystal clear ponds, and an Adirondack style lodge used for nature-based programs and education. A transition of bird species occurs during the ascent, with numerous Blackburnian Warblers at lower elevations and the chance of Northern Goshawks higher on the mountain. Northern warblers and other songbirds are found around the visitors center on Sunrise Pond, two-thirds of the way up the peak.

DIRECTIONS:

Just after passing north through Monson, bear right onto the Ellitsville Road. Follow 7.5 miles to Big Wilson Stream Bridge. Turn left at intersection and follow signs another mile to Borestone parking lot.

J F M A M J J A S O N D



73. MOOSEHEAD LAKE

Moosehead Lake is the largest eastern lake within the borders of one state. It is surrounded by private forestland that is accessible to the public, unless otherwise posted. This network of river trails and logging roads is in the heart of the forest transition zone, making it a good area for boreal species not easily found elsewhere. Moose are plentiful in the area, often in roadways. Obey signs, respect private

property, and follow the working forest rules of the road. Because the area has a long tourism tradition, it is a particularly good place to plan a birding adventure.

DIRECTIONS:

Take I-95 north to Newport Exit 157. In Newport, take Route 7 to Dexter. In Dexter, take Route 23 to Guilford. In Guilford, take a left to get on Route 15 north to Greenville. From Bangor, take Broadway (Route 15) to Greenville.

J F M A M J J A S O N D

74. BIG MOOSE MOUNTAIN

Big Moose Mountain is a relatively short and steep ascent through rich birding habitat, transitioning from the Scarlet Tanagers of hardwood forest through zones of balsam fir and stunted spruce over the 90-minute climb. Blackpolls, Bay-breasted Warblers, Yellow-bellied Flycatchers, Boreal Chickadees, and Spruce Grouse are found near the summit. Bicknell's Thrush is a reclusive breeder. The mountain is part of the Little Moose Unit of Maine Public Reserve Land, where other hiking trails and campsites are available. The access road is lightly traveled and good for birding.

DIRECTIONS:

Follow Route 15 3.5 miles north of Greenville Junction and turn west onto the North Road into the Little Moose Unit.

J F M A M J J A S O N D



75. LILY BAY STATE PARK

Lily Bay State Park is one of Maine's most popular camping parks. It contains a fine assortment of songbirds throughout. Pine Warblers are common in the white pines near lakeside. From Lily Bay to Kokadjo, the roadside is prone to moose sightings, particularly around dusk.

DIRECTIONS:

The park is on the east side of the lake, 8.7 miles from Greenville on the Lily Bay Road.

J F M A M J J A S O N D



76. KOKADJO

Kokadjo is a tiny community on First Roach Pond east of Moosehead Lake. Barn, Tree, and Cliff Swallows flood the sky here, and local birdfeeders attract finches, sparrows, and other seedeaters. For several miles north of Kokadjo, including small side roads and the road east to Second Roach Pond, there are extensive spruce forests very good for the boreal specialties. Listen for Cape May and Bay-breasted Warblers, Lincoln's Sparrows, and Gray Jays. Harvested areas that are regenerating with maple and brambles may contain a Mourning Warbler.

DIRECTIONS:

On the east side of Moosehead Lake, drive 18.5 miles north of Greenville.

J F M A M J J A S O N D

77. DEMONSTRATION FOREST

Demonstration Forest is a project of the Piscataquis County Soil & Water Conservation District. It is well hidden and lightly visited, making it attractive to birders. The 180-acre tract is managed to demonstrate varying forestry practices, which also encourages bird diversity. Several loop trails traverse differing habitats, though most of it is mature canopy forest. Ruffed Grouse is an irregular resident of the Shelterwood Trail.

DIRECTIONS:

From I-95, take Exit 199 in Alton and follow Route 16 to Milo. In Milo, turn right onto Route 11 and follow to Brownville. Turn left onto High Street and continue north past the Moses Greenleaf Monument along the Williamsburg Road. After the road turns to dirt and passes several mobile homes, the forest is 0.6 miles ahead across Penobscot Indian land, marked by a large sign. From the north in Brownville Junction, turn west onto Van Horne Road, then right onto Williamsburg Road.

J F M A M J J A S O N D



78. BAXTER STATE PARK

Baxter State Park is the brightest jewel in Maine's crown, keeping 209,000 acres forever wild. It contains Mt. Katahdin, Maine's highest peak at 5,271 feet. There are 205 miles of hiking trails through every possible inland habitat. The road passing through the park is limited to 20 MPH, and birders can expect to take all day to explore. Pine Warblers are abundant at Togue Pond. Roaring Brook is noteworthy for Philadelphia Vireos and Least Flycatchers. Bay-breasted Warblers are seen regularly from Katahdin Stream to Kidney Pond and in all boreal areas. Nesowadnehunk Field Campground may produce Merlins and, for the next 4 miles, the road becomes very boreal – good for Blackpolls, Yellow-bellied Flycatchers, Boreal Chickadees, Spruce Grouse, Gray Jays, and uncommon Black-backed Woodpeckers. Bicknell's Thrush is possible at elevation, especially above Chimney Pond Campground, and American Pipits breed on the tablelands of Mt. Katahdin. Warblers and thrushes are abundant throughout the park.

DIRECTIONS:

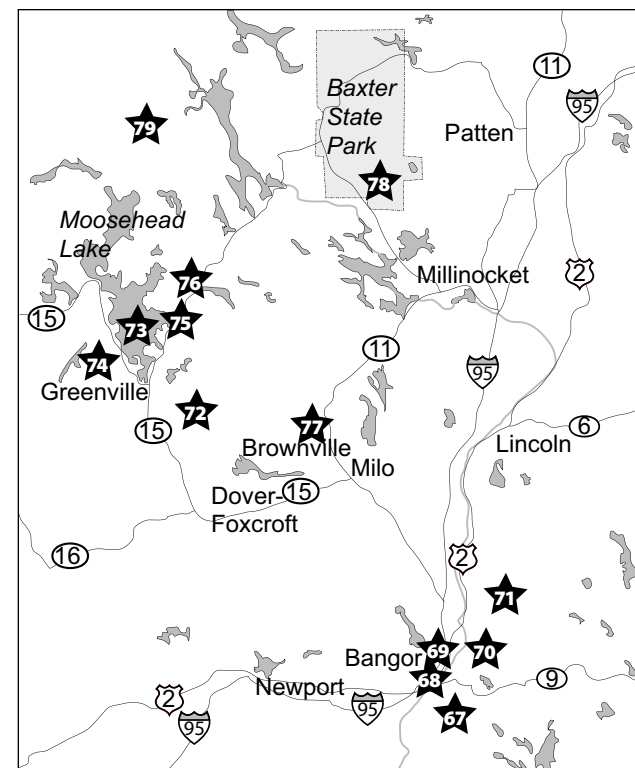
South entrance: from I-95, take Exit 244, turn west on Route 11/157, and follow through Millinocket along Route 157 to the park. North entrance: from I-95, take Exit 264, turn west toward Sherman. Continue on Route 11 north through Patten, and then turn left on Route 159 toward Shin Pond. Follow to the park.

J F M A M J J A S O N D



79. THE NORTH WOODS

The North Woods constitutes the region west of Baxter State Park and north of Moosehead Lake. It is comprised of 3,500,000 acres under multiple owners, much of it managed by North Maine Woods, Inc. Birders who venture into this region are participating in a centuries-old tradition of public access on private lands and must recognize this is a working forest and respect its rules. Besides the myriad of undeveloped lakes and streams, there are many boreal areas that are home to the most desirable northern birds. There are two distinct sections. The bulk of

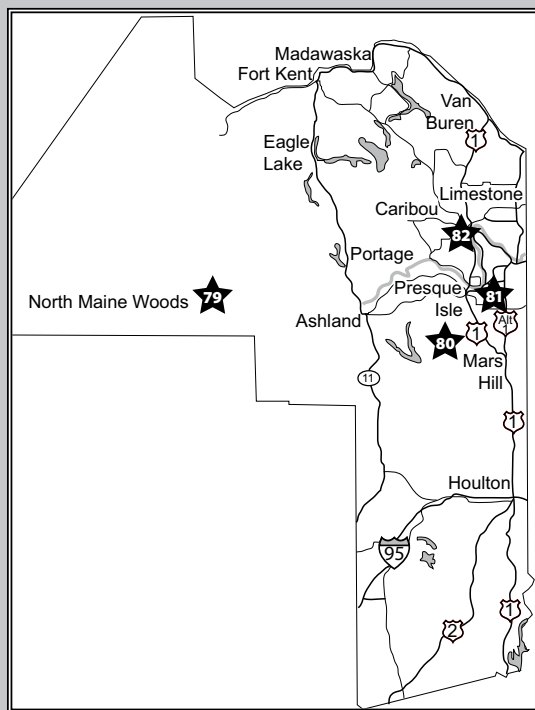


these lands lie north of Moosehead Lake. Another section between Millinocket and Greenville is managed separately and is called the Jo-Mary/Katahdin Ironworks Area. It contains popular hiking trails, Maine public reserve lands, and several sporting camps owned by the Appalachian Mountain Club. There are multiple entrances to these regions where gated checkpoints collect day use fees and provide maps and information. See www.northmainewoods.org.

J F M A M J J A S O N D

AROOSTOOK COUNTY

MAP H



Larger than Connecticut and Rhode Island combined, "The County" combines huge tracts of both northern forest and farm fields more expansive than anywhere else in New England. The birdlife of this vast region has a distinctly Canadian aspect, mirroring that of the provinces that surround it on three sides.

FOR MORE INFORMATION ON AROOSTOOK COUNTY
VISIT WWW.VISITAROOSTOOK.COM

Map H AROOSTOOK COUNTY

80. AROOSTOOK STATE PARK

Aroostook State Park was the first state park established in Maine in 1938. Today its expanded 800 acres offers a beach, two peaks, miles of nature trails, and idyllic camping. The park features a good variety of common songbirds. Echo Lake is productive for diving ducks and gulls.

DIRECTIONS:

From Route 1, approximately 3 miles before Presque Isle, turn onto Spragueville Road. This road may not be marked, but it is near the Aroostook Union Grange building. There is also a road sign pointing toward the Transatlantic Balloon Flight site. In just a little over a mile, turn left onto State Park Road. From Presque Isle, follow Chapman Road to Niles Road and continue to a right turn onto State Park Road.

J F M A M J J A S O N D



81. LAKE JOSEPHINE AND CHRISTINA RESERVOIR

Lake Josephine and Christina Reservoir are owned by McCain Foods, one of the chief potato processors in Maine. Both are extraordinary for an abundance and variety of waterfowl, including ducks that rarely breed in Maine such as Redheads, Northern Shovelers, and Ruddy Ducks. Look for shorebirds in migration. Birders have permission to view from the road around the pond. Avoid active farming and harvest operations. Christina Reservoir is bounded by a dike that provides multiple observation points. The brush along the water's edge and the trees behind the dike are excellent for warblers and sparrows.

DIRECTIONS:

From Presque Isle, take Route 10 at Academy Street east toward Easton. At 1.4 miles, bear left onto Conant Road. In about 4 miles, turn right onto Station Road, then left onto Richardson Road to get to the main gate for a pass. The access for Lake Josephine

is also on Station Road, just before the wood yard. A perimeter road follows the dike around the south and east side and exits north through a farm field. (Avoid when active). Christina Reservoir is on Conant Road, 2 miles beyond the Station Road turnoff. Park at the entrance road and hike the levee on foot.

J F M A M J J A S O N D

82. COLLINS POND

Collins Pond in Caribou is particularly productive in late summer and autumn. The autumn abundance of Canada Geese encourages many other species of waterfowl and shorebirds, despite the popularity of the park's walking trail. Hooded Mergansers and Ruddy Ducks join the more common waterfowl, while Short-billed Dowitchers and Greater and Lesser Yellowlegs number among the shorebirds.

DIRECTIONS:

A couple miles before Caribou, traffic splits into two parallel routes along Routes 1 and 164. Take Route 164 to Collins Pond, turning left onto Roberts Street just before the center of town and proceeding to the Lions Club Park.

J F M A M J J A S O N D



CODE OF BIRDING ETHICS

Respecting the welfare of birds and their environments should always be a priority consideration of every birder. The American Birding Association has developed a code of ethics as guiding principles for birders.

To avoid stressing birds or exposing them to danger, exercise restraint during observation, photography, and sound recording.

Limit the use of recordings and other methods of attracting birds, and never use such methods in heavily birded areas for attracting any species that is listed as Threatened, Endangered, or of Special Concern.

Keep well back from nests and nesting colonies, roosts, display areas, and important feeding sites. If there is a need for extended presence in such an area, try to use a blind or hide, and take advantage of natural cover. Use artificial light sparingly for filming or photography, especially for close-ups.

Before advertising the presence of a rare bird, evaluate the potential for disturbance to the bird, its surroundings, and other people in the area. Proceed only if access is controlled, disturbance can be minimized, and permission has been obtained from landowners. The sites of rare nesting birds should be divulged only to the proper conservation authorities.

Stay on roads, trails, and paths where they exist; otherwise, keep habitat disturbance to a minimum.

Respect the law and the rights of others. Do not enter private property without the owner's explicit permission. Follow all laws, rules, and regulations governing use of the roads and public areas.

TRAVEL TIPS IN THE MAINE WOODS

One of Maine's most attractive features to birds and travelers alike is its forest. In fact, woods cover more than 90 percent of the state. With this in mind, birders can take some basic travel precautions to help ensure a safe and enjoyable trip.

BUGS

The forest that provides the great breeding habitat for so many birds also supplies them with an abundant food source: insects, particularly black flies, mosquitoes and deer flies. Although the period when these pests are most bothersome is relatively short—usually from the second half of May through June—it is also the height of the breeding season when birds are their most conspicuous. Carrying repellent and wearing field clothes that allow you to cover up will make birding in the woods much more comfortable.

MOOSE

Maine has a very healthy moose population, making the chances of seeing these magnificent animals fairly good, especially in the northern and eastern parts of the state. While this is great for wildlife-watching, it also presents potentially hazardous situations for motorists. Moose often come out onto roadways to seek respite from the biting insects, to take advantage of the easy travel corridors, or to lick road salt. At

night, their dark coat and lack of reflective eyeshine render them almost invisible to the driver in a rapidly moving vehicle. The seriousness of a moose collision cannot be overstated. Be alert!

LOGGING ROADS

Northern Maine is crisscrossed by thousands of miles of private logging roads that permit public access to many remote and beautiful places that can be great for birding. When traveling these gravel roads, it is vital to remember they were built for hauling logs. Normal rules of the road do not apply here. Logging trucks have the right of way at all times, and they are often heavily loaded and moving very fast. Move well to the side to allow them to pass and pull off the road completely when stopping. Motorcycles and bicycles are not permitted beyond the staffed checkpoint gates, even if they are just strapped to the outside of a vehicle. Services in Maine's working forest are few and far between if available at all. Do not expect phone service. Signage along this road network has improved but is irregular and sometimes confusing. Maps and atlases are available at most checkpoints. The Delorme Maine Atlas and Gazetteer is a worthwhile investment.



LEAVE NO TRACE

Plan Ahead and Prepare

Leave What You Find

Travel and Camp on Durable Surfaces

Minimize Campfire Impacts

Respect Wildlife

Dispose of Waste Properly

Be Considerate of Other Visitors



BIRDS OF MAINE Checklist

GEESE and DUCKS (TINAMIDAE)

- Snow Goose
- Canada Goose
- Brant
- Tundra Swan
- Wood Duck
- Gadwall
- American Wigeon
- American Black Duck
- Mallard
- Blue-winged Teal
- Northern Shoveler
- Northern Pintail
- Green-winged Teal
- Canvasback
- Ring-necked Duck
- Greater Scaup
- Lesser Scaup
- King Eider
- Common Eider
- Harlequin Duck
- Surf Scoter
- White-winged Scoter
- Black Scoter
- Long-tailed Duck
- Bufflehead
- Common Goldeneye
- Barrow's Goldeneye
- Hooded Merganser
- Common Merganser
- Red-breasted Merganser
- Ruddy Duck

GROUSE (PHASIANIDAE)

- Ring-necked Pheasant
- Ruffed Grouse
- Spruce Grouse
- Wild Turkey

LOONS (GAVIIDAE)

- Red-throated Loon
- Pacific Loon
- Common Loon

GREBES (PODICIPEDIDAE)

- Pied-billed Grebe
- Horned Grebe
- Red-necked Grebe

SHEARWATERS (PROCELLARIIDAE)

- Northern Fulmar
- Cory's Shearwater

- Greater Shearwater
- Sooty Shearwater
- Manx Shearwater

STORM-PETRELS (HYDROBATIDAE)

- Wilson's Storm-Petrel
- Leach's Storm-Petrel

BOOBIES (SULIDAE)

- Northern Gannet

CORMORANTS (PHALACROCORACIDAE)

- Double-crested Cormorant
- Great Cormorant

BITTERNS and HERONS (ARDEIDAE)

- American Bittern
- Least Bittern
- Great Blue Heron
- Great Egret
- Snowy Egret
- Little Blue Heron
- Tricolored Heron
- Green Heron
- Black-crowned Night-Heron
- Yellow-crowned Night-Heron

IBISES (THRESKIORNITHIDAE)

- Glossy Ibis

VULTURES (CATHARTIDAE)

- Turkey Vulture

HAWKS and EAGLES (ACCIPITRIDAE)

- Osprey
- Bald Eagle
- Northern Harrier
- Sharp-shinned Hawk
- Cooper's Hawk
- Northern Goshawk
- Red-shouldered Hawk
- Broad-winged Hawk
- Red-tailed Hawk
- Rough-legged Hawk
- Golden Eagle

FALCONS (FALCONIDAE)

- American Kestrel
- Merlin
- Gyrfalcon
- Peregrine Falcon

RAILS and ALLIES (RALLIDAE)

- Virginia Rail
- Sora
- Common Moorhen
- American Coot

CRANES (GRUIDAE)

- Sandhill Crane

PLOVERS (CHARADRIIDAE)

- Black-bellied Plover
- American Golden-Plover
- Semipalmated Plover
- Piping Plover
- Killdeer

OYSTERCATCHERS (HAEMATOPODIDAE)

- American Oystercatcher

SANDPIPERS (SCOLOPACIDAE)

- Greater Yellowlegs
- Lesser Yellowlegs
- Solitary Sandpiper
- Willet
- Spotted Sandpiper
- Upland Sandpiper
- Whimbrel
- Hudsonian Godwit
- Ruddy Turnstone
- Red Knot
- Sanderling
- Semipalmated Sandpiper
- Western Sandpiper
- Least Sandpiper
- White-rumped Sandpiper
- Baird's Sandpiper
- Pectoral Sandpiper
- Purple Sandpiper
- Dunlin
- Stilt Sandpiper
- Buff-breasted Sandpiper
- Short-billed Dowitcher
- Wilson's Snipe
- American Woodcock

- Wilson's Phalarope
- Red-necked Phalarope
- Red Phalarope

GULLS and TERNS (LARIDAE)

- Great Skua
- Pomarine Jaeger
- Parasitic Jaeger
- Laughing Gull
- Little Gull
- Common Black-headed Gull
- Bonaparte's Gull
- Ring-billed Gull
- Herring Gull
- Iceland Gull
- Lesser Black-backed Gull
- Glaucous Gull
- Great Black-backed Gull
- Black-legged Kittiwake
- Caspian Tern
- Roseate Tern
- Common Tern
- Arctic Tern
- Forster's Tern
- Least Tern
- Black Tern

ALCIDS (ALCIDAE)

- Dovekie
- Common Murre
- Thick-billed Murre
- Razorbill
- Black Guillemot
- Atlantic Puffin

PIGEONS and DOVES (COLUMBIDAE)

- Rock Pigeon
- Mourning Dove

CUCKOOS (CUCULIDAE)

- Black-billed Cuckoo
- Yellow-billed Cuckoo

OWLS (STRIGIDAE)

- Great Horned Owl
- Snowy Owl
- Northern Hawk Owl
- Barred Owl
- Long-eared Owl
- Short-eared Owl
- Northern Saw-whet Owl

BIRDS OF MAINE *Checklist* CONTINUED

NIGHTJARS (*CAPRIMULGIDAE*)

- o Common Nighthawk
- o Whip-poor-will

SWIFTS (*APODIDAE*)

- o Chimney Swift

HUMMINGBIRDS (*TROCHILIDAE*)

- o Ruby-throated Hummingbird

KINGFISHERS (*ALCEDINIDAE*)

- o Belted Kingfisher

WOODPECKERS (*PICIDAE*)

- o Red-headed Woodpecker
- o Red-bellied Woodpecker
- o Yellow-bellied Sapsucker
- o Downy Woodpecker
- o Hairy Woodpecker
- o Am. Three-toed Woodpecker
- o Black-backed Woodpecker
- o Northern Flicker
- o Pileated Woodpecker

FLYCATCHERS (*FLUVICOLINAE*)

- o Olive-sided Flycatcher
- o Eastern Wood-Pewee
- o Yellow-bellied Flycatcher
- o Alder Flycatcher
- o Willow Flycatcher
- o Least Flycatcher
- o Eastern Phoebe
- o Great Crested Flycatcher
- o Eastern Kingbird

SHRIKES (*LANIIDAE*)

- o Northern Shrike

VIREOS (*VIREONIDAE*)

- o White-eyed Vireo
- o Yellow-throated Vireo
- o Blue-headed Vireo
- o Warbling Vireo
- o Philadelphia Vireo
- o Red-eyed Vireo

JAYS and CROWS (*CORVIDAE*)

- o Gray Jay
- o Blue Jay
- o American Crow
- o Fish Crow
- o Common Raven

LARKS (*ALAUDIDAE*)

- o Horned Lark

SWALLOWS (*HIRUNDINIDAE*)

- o Purple Martin
- o Tree Swallow
- o N. Rough-winged Swallow
- o Bank Swallow
- o Cliff Swallow
- o Barn Swallow

CHICKADEES (*PARIDAE*)

- o Black-capped Chickadee
- o Boreal Chickadee
- o Tufted Titmouse

NUTHATCHES (*SITTIDAE*)

- o Red-breasted Nuthatch
- o White-breasted Nuthatch

CREEPERS (*CERTHIIDAE*)

- o Brown Creeper

WRENS (*TROGLODYTIDAE*)

- o Carolina Wren
- o House Wren
- o Winter Wren
- o Sedge Wren
- o Marsh Wren

KINGLETS (*REGULIDAE*)

- o Golden-crowned Kinglet
- o Ruby-crowned Kinglet

GNATCATCHERS (*SYLVIIDAE*)

- o Blue-gray Gnatcatcher

THRUSHES (*TURDIDAE*)

- o Eastern Bluebird
- o Veery
- o Gray-cheeked Thrush
- o Bicknell's Thrush
- o Swainson's Thrush
- o Hermit Thrush
- o Wood Thrush
- o American Robin

MIMICS (*MIMIDAE*)

- o Gray Catbird
- o Northern Mockingbird
- o Brown Thrasher

STARLINGS (*STURNIDAE*)

- o European Starling

PIPITS (*MOTACILLIDAE*)

- o American Pipit

WAXWINGS (*BOMBYCILLIDAE*)

- o Bohemian Waxwing
- o Cedar Waxwing

WOOD WARBLERS (*PARULIDAE*)

- o Blue-winged Warbler
- o Tennessee Warbler
- o Orange-crowned Warbler
- o Nashville Warbler
- o Northern Parula
- o Yellow Warbler
- o Chestnut-sided Warbler
- o Magnolia Warbler
- o Cape May Warbler
- o Black-throated Blue Warbler
- o Yellow-rumped Warbler
- o Black-throated Green Warbler
- o Blackburnian Warbler
- o Pine Warbler
- o Prairie Warbler
- o Palm Warbler
- o Bay-breasted Warbler
- o Blackpoll Warbler
- o Black-and-white Warbler
- o American Redstart
- o Ovenbird
- o Northern Waterthrush
- o Louisiana Waterthrush
- o Mourning Warbler
- o Common Yellowthroat
- o Wilson's Warbler
- o Canada Warbler
- o Yellow-breasted Chat

TANAGERS (*THRAUPIDAE*)

- o Scarlet Tanager

NEW WORLD SPARROWS (*EMBERIZIDAE*)

- o Eastern Towhee
- o American Tree Sparrow
- o Chipping Sparrow
- o Clay-colored Sparrow
- o Field Sparrow
- o Lark Sparrow
- o Vesper Sparrow

- o Savannah Sparrow
- o Grasshopper Sparrow
- o Nelson's Sparrow
- o Saltmarsh Sparrow
- o Fox Sparrow
- o Song Sparrow
- o Lincoln's Sparrow
- o Swamp Sparrow
- o White-throated Sparrow
- o White-crowned Sparrow
- o Dark-eyed Junco
- o Lapland Longspur
- o Snow Bunting

CARDINALS and ALLIES (*CARDINALIDAE*)

- o Northern Cardinal
- o Rose-breasted Grosbeak
- o Blue Grosbeak
- o Indigo Bunting
- o Dickcissel

BLACKBIRDS (*ICTERIDAE*)

- o Bobolink
- o Red-winged Blackbird
- o Eastern Meadowlark
- o Yellow-headed Blackbird
- o Rusty Blackbird
- o Common Grackle
- o Brown-headed Cowbird
- o Orchard Oriole
- o Baltimore Oriole
- o Pine Grosbeak
- o Purple Finch
- o House Finch
- o Red Crossbill
- o White-winged Crossbill
- o Common Redpoll
- o Pine Siskin
- o American Goldfinch
- o Evening Grosbeak

OLD WORLD SPARROWS (*PASSERIDAE*)

- o House Sparrow

TRAVEL RESOURCES

Maine Office of Tourism can supply information on wildlife touring opportunities, guides, outfitters, lodging and other services. For in-depth information visit www.visitmaine.com or call 888-MAINE61 (888-624-6361).

Regional contact information appears on each of the maps contained within this Guide.

Other helpful resources:

- **Maine Audubon**
Offering nature-based programs, trips, and events for all ages.
For information visit www.maineaudubon.org or call 207-781-2330
- **Maine Birding Trail**
For information visit www.mainebirdingtrail.com
- **Maine Department of Conservation's Bureau of Parks and Lands**
For information visit www.maine.gov/doc/parks or call 207-287-3821
- **Maine Department of Inland Fisheries and Wildlife**
For information visit www.maine.gov/ifw or call 207-287-8000
- **Maine's National Wildlife Refuges**
Offering trails and interpretive programs.
Contact U.S. Fish and Wildlife Service at www.fws.gov

The Maine Guides have a rich heritage of safely leading visitors into remote areas in the state. For more information contact:

- **Maine Professional Guides Association**
www.maineguides.org
- **Maine Association of Sea Kayaking Guides and Instructors**
www.maineakayaguides.com
- **Maine Wilderness Guides Organization**
www.mainewildernessguides.org

Section 1
Appendix G
Chickadee Logo

MAINE



Section 1
Appendix H
MOT/MDOT Draft Tourism
Sign Policy

MAINE DEPARTMENT OF TRANSPORTATION

GUIDELINE FOR THE INSTALLATION OF TOURISM SIGNS

SUMMARY: This guideline establishes procedures and policies for the installation and maintenance of tourism signs on public ways throughout Maine. It includes eligibility standards and the location, number, design, size, maintenance, and permit procedures for the installation and maintenance of such signs.

This guideline does not apply to tourism signs within the right-of-way of the interstate highway system.

This guideline does not cover directional signs regulated by municipalities with which the Maine Department of Transportation has an agreement to 23 M.R.S.A. §1906, sub-§ 2. Applicants should check with affected municipalities to determine whether directional signs are regulated.

I. DEFINITIONS

- A. **Logo.** A single or multicolored symbolic design used to identify a point of interest.
- B. **Public Way.** Public way means any road capable of carrying motor vehicles, including, but not limited to, any State highway, municipal road, county road, unincorporated territory, or other road dedicated to the public. Public ways do not include publically accessible private ways.
- C. **Sign Assembly.** A sign assembly consists of one or more tourism signs on a single support post.
- D. **Symbol.** A symbol is a design used to identify traveler services approved for use in the Federal Highway Administration “Manual on Uniform Traffic Control Devices” or by the Maine Department of Transportation (the Department) as depicted in Figure 1.
- E. **Entity.** Entity is a non-profit organization or governmental unit that has a legal identity which is separate from those of its members.
- F. **Eligible Points of Interest.** Must be visitor-ready and meet site criteria as defined by the Nature-Based Tourism Assessment Guidelines.
- F. **Owner of Tourism Sign** The owner of the tourism sign is the entity or State agency, which has identified the point of interest, has submitted an application and received approval for a sign, has paid for fabrication and installation of the sign, and is responsible for all approvals and fees associated with maintenance and replacement of the sign.

II. GENERAL REQUIREMENT

A. Location

Tourism signs shall be located within the right-of-way of a public way on approaches to intersections where travelers must change direction from one public way to another to reach a point of interest or, where appropriate, at the end of T intersections. Signs shall be installed for eligible points of interest after each location has been reviewed by Maine DOT.

Tourism signs shall be located so as to avoid visual conflict with other signs, to have the least impact on the scenic environment, and to take advantage of the natural terrain. Tourism signs shall not be permitted at locations where the directional information contained thereon may be misinterpreted, misleading, or otherwise confusing to the traveling public. Tourism directional signs must be installed to provide continuity of guidance from the first sign to the actual point of interest. If the location of the point of interest is not on a public way, signs containing directional information must be installed on the private way before signs approved by the Department are installed on the public way leading to the point of interest.

Tourism signs shall be located so as not to interfere with, obstruct, or divert a driver's attention from a traffic control sign or device. Traffic control signs or devices placed at intersection approaches subsequent to the placement of tourism signs shall have precedence as to location and may require the relocation of tourism signs.

Note: Use of Chickadee logo, a registered trademark of the Main Office of Tourism, on directional signage on private property is by permission only and shall follow design guidelines designated by the Maine Office of Tourism

B. Distances for installation

Unless traffic safety is not adversely affected tourism signs in general shall be at least 200 feet from traffic control signs or devices. Successive tourism sign assemblies shall be spaced sufficiently apart for drivers to comprehend the messages contained thereon.

C. Number of Signs / Assembly

There shall be a maximum of three tourism signs per assembly and each sign shall be mounted three inches from the next sign below or above it.

D. Color

The background color of all tourism signs shall be brown and shall be in accordance with highway brown color. The legend shall be white.

E. Size

All signs shall be 12 inches vertical and 48 inches horizontal. The Department may authorize other sized signs for supplemental information.

F. Fabrication, Installation and Maintenance

Tourism signs shall be fabricated by the Department at a cost determined by the Department to the applicant/owner. The signs shall be installed by the Department at approved locations on public ways and on sign posts furnished by the Department. The Department shall be responsible for maintenance of the sign supports.

Signs that become lost, stolen, defaced or otherwise damaged or deteriorated shall be replaced by the applicant/owner and reinstalled by DOT.

The owners of tourism signs that lead to points of interest no longer offering such traveler experience, or signs that are no longer applicable because of funding or upkeep of the tourism destination, shall notify the Department to have the signs removed. The Department may remove tourism signs if they are in a state of disrepair and/or if requested to do so by the Maine Office of Tourism (MOT).

Figure 1



III. PERMITTING

Application for a tourism sign shall be made on forms furnished by the Department. Applications will be processed and permits issued in the order of receipt of applications by the Department.

Any application for a tourism sign is subject to review by the Department. The Department shall have final responsibility and authority to determine the specific size and location of any sign. Signs not deemed to meet the intent and purpose of these guidelines or the criteria established herein shall not be approved or installed.

IV. Eligibility

A. General Requirements

Tourism signs shall only be for the specific purpose of providing directional information to travelers in order to reach a point of interest. The Maine Office of Tourism in conjunction with

the Department of Transportation shall determine what constitutes an eligible point of interest. Maine DOT will establish the maximum number of signs that may be installed at any given point.

B. Site Requirements

1. Title or interest for sign location.
2. Parking
3. Capacity
4. Meet additional criteria as established by the Maine Office of Tourism. Reference separate selection criteria document.

Section 1
Appendix I
Maine Sporting Camps &
Guides Study

Opportunity Assessment for Increased Nature-Based Tourism for Maine Sporting Camps and Guides

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June, 2005

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Opportunity Assessment for Increased Nature-Based Tourism for Maine Sporting Camps and Guides

Purpose of the Project

The purpose of this study was to follow up on the draft preliminary recommendations of Fermata, Inc. to enhance the opportunities for sporting camps in Maine to capitalize on trends in the nature-based tourism industry. Fermata, Inc. is an internationally recognized tourism consulting company that has been engaged by the State of Maine to study the potential for nature-based tourism in Maine. The Highlands Region of Maine, which includes the greater Mt. Katahdin region, was one of the three Maine regions selected by Fermata for special analysis. The greater Katahdin region is defined for this project as roughly including the area from the east shore of Moosehead Lake to the Lincoln Lakes area on the west-east axis and from Sherman to Howland on the north-south axis.

Eastern Maine Development Corporation (EMDC), which has several economic development initiatives in the Katahdin region, engaged Enterprise Resources Corporation to identify and evaluate opportunities and impediments to further developing the sporting camp and guide industries for nature-based tourism. Gore Flynn, principal with Enterprise Resources, prepared a study design to conduct one-on-one executive telephone interviews with the owners of sporting camps and Registered Maine Guides. He engaged Jeff Rowe of CraggyRock Communications to help with the executive interviews and analysis. Part way through the interviews, it was determined that it would be beneficial to also interview the owners of a few guide training schools to get a better understanding of the types of training being provided.

Overview of These Industries in the Katahdin Region

The Katahdin region has had a long history of sporting camps dating back to the middle of the nineteenth century. Of the 59 members of the Maine Sporting Camp Association, 23 are located in the greater Katahdin region. Although these camps vary significantly in their current level of physical development and program offerings, nearly all have rich histories of serving a wide variety of sportsmen and outdoor enthusiasts. Some have modernized their facilities to accommodate the changing tastes of consumers, but others have retained their traditional hunting and fishing focus despite market changes. In addition to the members of the trade association there are an estimated twenty or so additional sporting camps located in the region.

There are over 615 members of the Maine Professional Guides Association (MPGA) who do recreational guiding in Maine as a part or full time business. There are over 4,000 currently licensed Registered Maine Guides, but many are not actively providing professional services for hire. Many sporting camp owners are also Registered Maine Guides. It is not feasible to count the number of guides serving the greater Katahdin region because most guides serve a wide area of Maine depending on their specialties and the season. However, the Katahdin region is one of the most heavily guided regions of Maine because of its broad array of natural resources. There are at least seven schools in Maine that provide technical training for Maine guides or that train students to take the licensing exam for Maine guides. The largest of these schools is located in the Katahdin region.

Summary Description of the Sporting Camp and Guiding Industries

Sporting Camps - Sporting camps have been a Maine tradition since the 1850's and by 1904, Alice Arlen, a chronicler of Maine sporting camps, reported that there were more than 300 camps operating in Maine. Most of the sporting camps consisted of a few fairly rustic log buildings located close together close to some remote water body and were anchored by a central lodge that provided family-style meals and a place for congregating when the guests were not out hunting or fishing. Sporting camps (along with mammoth resort hotels such as the Poland Spring House and the Samoset Hotel) enjoyed a heyday from the early 1900s to the 1930s as the recreation destination of choice for urban residents of eastern cities seeking to escape the summer heat. Because of their long history and traditions, sporting camps are widely considered to be somewhat unique to Maine.

American tourism habits changed substantially after World War II, partially due to the availability of air

conditioning and the automobile, and the sporting camps (as well as the resort hotels) began struggling to maintain their viability. Many camps began modernizing by adding bathrooms and kitchen facilities and some camps, especially those that owned their own real estate, began selling off camps to individual owners. It is estimated that today there are approximately 200 sporting camps still operating and on occasion, a new sporting camp gets built. It is beyond the scope of this study to provide more details about sporting camps, but following is a quick overview of some of the salient characteristics of the sporting camp industry:

- ☞ Most camps consist of several small cabins and a central lodge with a dining room and living room where guests congregate,
- ☞ Most camps are very old and were constructed of logs or other local rough hewn lumber,
- ☞ Most camps are located very close to the water in a manner that would not be permitted under current land use regulations,
- ☞ Many camps constitute the only development on the lake or pond and are accessible only over unimproved roads,
- ☞ Some camps still have outhouses and central shower facilities, but a large number have been somewhat to substantially modernized with indoor plumbing and kitchens,
- ☞ Many camps still provide complete meal packages, commonly referred to as the “American Plan”, but several have either converted to, or offer as an option, “housekeeping” plans whereby the guests prepare their own meals,
- ☞ Some are open year round, but many are only open from May to November,
- ☞ A number of camps still cater principally to hunters and/or fishermen, but a large number have expanded their clientele to include a broad range of outdoor enthusiasts,
- ☞ Nearly all sporting camps have web sites that present thorough information about the camp and services and nearly all include rate sheets,
- ☞ Rates for Maine camps are generally quite low with respect to rates in other parts of the country, but prices have been increasing as camps modernize,
- ☞ Many camps are owned by Registered Maine Guides, have guides on staff or provide referrals to local guides with which they have had long-standing relationships,
- ☞ Guide rates are quite low, ranging from \$150 - \$275 per day including boat, motor, guide and lunch, with respect to guiding rates nationally,
- ☞ Most camps provide canoes and kayaks for free and have motor boats for rent,
- ☞ Many camps provide extensive information on area attractions and recreational opportunities in addition to the services available at their own facilities, and
- ☞ Nearly all camps assume that guests drive from nearby with only a very small number mentioning airport connections in their marketing materials.

Sporting camps have been served by a self-managed trade association since 1987. The Maine Sporting Camp Association currently has 59 members and sponsors a brochure and web site that include thumbnail sketches of member camps and provide links to individual camp web sites and related contact information. A Google search for “Maine Sporting Camps” brings up the Association’s web site as the first reference. The web site includes a list of activities available at most camps including many nature-based activities like hiking, bird watching, biking, cross country skiing, etc. in addition to the traditional sports of fishing and hunting. The interviews included several persons who have served leadership positions in the Association.

Registered Maine Guides - Maine has a rich tradition of sporting guides who outfitted their “sports”, the common industry term for the clients of guides, with fishing, hunting, boating and related equipment and helped them access fish and game. The State of Maine began licensing guides in 1897 and is very proud of the fact that the guide issued license number “1” was a woman (Cornelia “Fly Rod” Crosby). By 1899, there were 1,700 licensed Maine guides. In 2005, there are about 4,000 currently licensed guides according to the Maine Department of Inland Fisheries and Wildlife (I F & W). The I F & W manages the licensing program with the help of an Advisory Board that periodically updates the standards for licensing. The licensing process involves passing a written exam and an oral exam and has been periodically updated to reflect changes in the industry. The oral exam is administered by experienced Professional Maine Guides with distinguished careers as guides and outdoor specialists who are selected by the I F & W. According to the I F & W, 80%-90% of the applicants for a guide’s license pass the written exam the first time, but only about 50% pass the oral exam the first time. Partly because of its early history and partly because of the rigors of testing, the name “Registered Maine Guide” has achieved wide national recognition

as a brand and a symbol of quality. There are several classifications of guides including hunting, fishing, recreation, sea kayaking, etc. There is also a classification for “Master Maine Guide” which indicates proficiency and experience at a higher level than a regular guide. There are currently approximately 630 Master Maine Guides.

The origins of guiding revolved nearly exclusively around the sports of fishing and hunting; however, the practice of guiding has been constantly evolving with changes in outdoor recreation opportunities and the needs of clients. An article in the North Woods Journal in 2000 summarized a comprehensive survey of Registered Maine Guides in 1999 with the following observation and quote: “The guide's survey also indicated a sense of the changing times as some respondents acknowledged that for the guide to survive in the next century he will have to adapt. Millinocket guide and freelance outdoor writer Bob Cram said it best: Cram wrote, ‘A further challenge to guides in our fast-changing world is that of providing a quality outdoor experience that adapts to changes in clientele and demographics. Nothing remains static and the most successful guides will be those who fashion their services to the changing needs of the sporting public. The definition of outdoor recreation has broadened dramatically in recent years, to include not just hunting, fishing and trapping, but nature watching, canoeing and kayaking, plant identification and gathering, hiking, outdoor cooking and learning wilderness skills, to name but a few. Guides who offer potential clients the widest range of possibilities for their outdoor experience will be the ones who remain competitive through good years and bad.’”

Concluding Observations From the Interviews

It is quite clear that there is a significant transition going on in inland Maine tourism in response to the emergence of many new nature-based outdoor recreational activities and it has been going on for quite some time. The potential for developing nature-based tourism activities in Maine is not new and has been growing steadily for perhaps 25 years or more since the emergence of the modern canoe/camping outfitting industry. A large segment of the sporting camp industry has already been responding to these changes by modernizing their facilities and expanding their program offerings. The guiding industry is growing steadily with the development of many new guiding specialties and the entrance of new professionals with wide-ranging skill sets that extend way beyond the traditional sports of hunting and fishing. At the same time, the customer base of both industries has been expanding to include families, couples, singles, both men and women, and youth seeking a wide variety of outdoor recreational experiences.

It is also clear from the interviews that these changes are not universally welcomed by some sporting camp owners and guides who see threats to their traditions as modernization creeps into the wilderness. These concerns are compounded significantly by the changes in land ownership which sometimes result in restrictions on access and utilization of land and natural resources which have been available for decades through the good will of corporate land owners who principally managed the lands for fiber, but allowed the public to use their land for recreation.

Emergence of Two Types of Sporting Camps and Guides - This survey found that there are two general types of sporting camp owners and guides based on their responses to the changing face of inland Maine and its principal outdoor activities. There is no hard line between the two types and it is more of a continuum with considerable crossover and overlap. This report identifies camps and guides as either “traditionalists” or “expansionists”. The Consultant cautions against ascribing either a positive or negative connotation to either term as none is intended. The strategies and business outlooks of each type are equally legitimate and both have a role in the marketplace. These are very dynamic industries that are constantly faced with changing demands of customers and clients and each sporting camp owner or guide must make decisions on where to focus their businesses based on their personal interests and capabilities.

Traditionalists are those camp owners who work hard to preserve the rustic and historical nature of their camps and maintain a principal activity focus on hunting and fishing. Traditionalist camps are likely to have outhouses or central bathroom/shower facilities as opposed to having such facilities in each dwelling unit, to preserve the tradition of the central meal facility and to actively support hunting and fishing with boats, game stands and guides. The traditionalist camps market principally, but not exclusively, to hunters and/or fishermen. Traditionalist guides are those that focus exclusively on hunting and/or fishing and have little or no interest in expanding their service offerings beyond these traditional sports.

Expansionists, on the other hand, are those camp owners who have modernized their camps to include toilets and showers in each camp and frequently have added small kitchens for housekeeping rentals. Many still provide central meals, but will accommodate those guests seeking to provide their own meals with housekeeping plans and rates. The expansionists still generally maintain a focus on hunting and fishing in their respective seasons, but market their facilities to a wide variety of guests including families, singles, elders, and affinity groups. They tend to provide a wide variety of activities within their own facilities and market regional attractions to their guests. The expansionist guides include general recreation guides, who may or may not be fishing and/or hunting guides, and a wide variety of specialty guides who may not even guide fishermen or hunters by choice.

Culture Clash - There is a bit of a culture clash evolving between the traditionalists and expansionists, particularly within the guiding industry, and it is likely to be a difficult transition period with much hand wringing within the trade associations and regulatory bodies as to their roles in this transition. It will likely take a generation or more for the guiding industry as a whole to fully embrace a much wider variety of professional specialties because of hardened feelings on the part of many vocal industry leaders who are working hard to preserve the traditional consumptive sports. Many traditionalists see any activity being promoted other than kill/capture fish and game sports as a direct attack on those traditional sports. The development of a new specialty guides association is but one manifestation of the difficulties of the transition. The internal conflicts among guides over the bear baiting issue is another example.

Part of the clash is being driven by the land ownership changes in which some new landowners are restricting access to their lands. There would seem to be an opportunity to allow all sides to evolve with the changing market, but traditionalists fear that any limitations on their favored activities will snowball into increasing restrictions until there is little opportunity left to pursue their sports. Overriding all of this is the gun ownership issue in which any promotion of non-kill sports is seen as being “anti-gun”, which evokes a visceral strong response from even those who do not hunt but are strong partisans for private gun ownership.

There are politically powerful forces in Maine that will need to be convinced that promoting new outdoor activities will not lead to more restrictions on hunting or consumptive fishing. The Sportsman’s Alliance of Maine, Maine Sportsman magazine and North Woods Journal have large constituencies that are highly focused on preserving Maine’s consumptive hunting and fishing traditions. Some members of those constituencies may resist attempts to move Maine away from traditional sports and may see any such action as anti-gun or anti-consumption fishing.

Current Business Condition of the Industry - Although camp owners were not asked any questions about the financial status of the industry, the overall tone of the interviews, the fact of their considerable recent investments and their positive outlook for the future, indicates that most were doing at least okay financially. None of the owners having made recent investments reporting difficulties in financing their improvements although there were a few who reported not making major improvements due to the difficulties of obtaining loans for camps on leased property. The reason that most camps are doing well, however, is due to the fact that they have already modernized their facilities and incorporated new nature-based activities into their offerings. The camps that reported the weakest levels of business were generally those that had not modernized.

Evolution Into Hospitality Businesses - Both the sporting camps and guides are evolving from being consumptive sport-oriented businesses to more general “hospitality” businesses. They have come to realize that they are in the business of responding to changing customer desires rather than to push a particular type of sport which may have limited or no growth opportunities. The expansionist camp owners and guides are revising their business strategies to respond to this change and a great many are doing this successfully. However, for many, the transition is a bit wrenching and not everyone is interested in being in the hospitality business.

Quality Perception Issue - The divergent quality of sporting camps may become an issue as camps begin falling into two physical quality groups, (1) rustic camps with somewhat primitive services (deteriorating buildings and equipment, outhouses, no running hot or cold water) and (2) modernized camps that have been rehabilitated and maintained to high quality standards and have most of the modern conveniences demanded by today’s consumers. This creates a bit of a marketing problem for the industry because if a first-time customer encounters grossly unmet expectations at a rustic camp, the whole industry could be tarnished. At the same time, however, there is a segment of the market that actually seeks rustic camps with primitive accommodations as part of the draw. Some owners of

the more rustic camps reported that customers begged them not to modernize. Fortunately, the Internet makes it possible to provide a great deal of information about each camp such that a potential customer should be able to determine in advance if the camp is likely to meet their expectations.

Regulation - Land use regulation does not appear to be an impediment to facility upgrading. Nearly all camp owners report that the Land Use Regulation Commission has become a helpful problem solver for the most part rather than an impediment. Plumbing regulations are very costly to follow when upgrading systems, but most camp owners recognize that these regulations are necessary. It should be pointed out that historic sporting camps are covered by special LURC regulations designed to accommodate the fact that the camps were constructed long before modern land use development standards were enacted.

Not-for-Profit Camp and Land Owners - One of the emerging trends has been for not-for-profit, conservation-oriented organizations, such as The Nature Conservancy and Appalachian Mountain Club, to purchase large tracts of land from former corporate land owners. These new owners usually plan to manage the lands for income generation from both fiber and recreation, but with restrictions on how the land is managed and used. This presents the sporting camp and guiding industries with two concerns. First is a general concern with how the new institutional owners might restrict access to the lands, such as restricting roads and trails to non-motorized vehicles. The other, and perhaps more serious concern over the long run, is with the potential for conflicts of interest between the commercial activities of these new owners and their environmental advocacy. Some proprietary camp owners and guides are concerned that the institutional owners could advocate for restrictions on proprietary camps and guiding activities that serve to drive tourists to their own facilities. On the other hand, there may be times when the interests of both parties are aligned as they may be in regards to the new Plum Creek proposal for resort developments in the Moosehead Lake area.

Access Issues - Looming behind the scene, but out in the open in many areas, are issues of access to historically available resources. This could become an increasingly contentious issue in the future with new landowners revising their practices regarding the use of their land. One topical example of this issue is the change in access standards for lands owned by Roxanne Quimby. It is beyond the scope of this report to go into the details of the impact of changes on specific properties, but the Quimby purchase has reportedly reduced access to historically available roads and lands to the hardship of some sporting camps and guides. Another example is the Appalachian Mountain Club's purchase of land near Greenville that has been closed to snowmobiling.

Sporting Camp Pricing - Sporting camp prices have historically been low and underpriced with respect to the real cost of doing business. This has been changing as some expansionist camp owners have increased prices in order to pay for the costs of modernization. Yet, prices are still generally low with respect to other regions of the country and with respect to the total value package. Pricing is even more of a bargain for some of the American plan camps that provide three meals with lodging. Most of the camps that have raised prices over the past few years as they upgraded their facilities report very little resistance to higher prices. One camp owner reported that the single greatest yearly increase in occupancy came the year after prices were doubled. The lack of willingness to raise prices has likely been a driver of the unwillingness or inability to modernize. Most respondents keeping prices low reported that they did so to preserve their existing customers whom they felt could not pay much more. Low prices has also led to the inability of some camps to support sufficient advertising and marketing budgets to maintain profitability.

Guide Pricing - The pricing of Maine fishing and hunting guides is quite low with respect to the rest of the country. Whereas Maine guide prices in inland Maine tend to vary between \$150-\$225 per day, prices in other parts of the country range from \$300-\$400 or more per day depending on equipment and locale. (Maine ocean fishing and kayaking guides in Southern Maine generally have higher rates than inland Maine guides.) This presents both an opportunity and a problem. The opportunity is to develop a quality of service near these price points that provides customers with real value as a marketing advantage. However, to expand the quality and breadth of service, it may be necessary to improve the pricing and utilization to the point where guides can make a living.

Registered Maine Guide Brand - There is some concern that the brand "Registered Maine Guide" may be diminishing somewhat because the standards are not keeping up with the expectations of new clients and their need for sophisticated woods skills including back country medicine. There are also so many part-time guides that it is hard to maintain consistency. More training is needed in some of the content areas of nature-based tourism and

guides need to develop more confidence in making referrals to specialist guides when they do not have the skills themselves.

New Specialty Guide Trade Association - During the course of this study, the Consultant was made aware of a new trade association that is being developed in response to concerns with the focus of the Maine Professional Guides Association and the peculiar support needs of the Maine outfitting industry. The outfitting industry consists of companies formed by guides to organize and manage a variety of trips of three to ten days that involve traveling from place to place. Most of the outfitted trips in Maine are canoe/camping trips on the major river systems, but some involve staying in inns, camps or bed and breakfasts. Based on prior work, the Consultant came to understand the breadth and depth of the outfitting industry in Maine and to appreciate the fact that it operates substantially off the radar screen of the tourism industry. It is quite a large industry and one Maine outfitter has grown to the point that it sponsors outfitted trips around the world from its Bangor offices.

This new association, tentatively called the Maine Wilderness Guides Association, will focus on the advocacy and development needs of principally the outfitting industry but also the whole panoply of emerging nature-based tourism specialties. Although its program is still under development, the founders are somewhat concerned about the need to elevate the quality standards for specialty guides with particular attention to wilderness safety and medicine skills.

There is already one specialty guides association, Maine Association of Sea Kayak Guides and Instructors, that was organized to represent the special needs of the sea kayaking industry which has been growing by leaps and bounds to become a major tourism activity. Maine's rocky coastline peppered with islands constitutes some of the best sea kayaking in the country. Some of the outfitting companies sponsor kayaking/camping trips among Maine islands much like the canoe/camping outfitters sponsor trips along Maine's major river systems. These are but two examples of new types of nature-based tourism that are blossoming in Maine.

Bear Hunting - An assessment of the bear hunting industry was way beyond the scope of this study, but it warrants a brief discussion because it is currently critical to the viability of many camps and guides, particularly in northern Maine, which have become quite financially dependent on the annual bear hunt. There are several reasons for this, but a principal one is that it has become a "fixed price" business at a relatively high price point for a package of services. Bear hunters generally purchase a fixed price plan that includes all meals, guide services, hunting stand, etc. which provides camps and guides with several profit centers within the hunt. It attracts principally hunters from other states who are not price conscious and who have a high likelihood of success because the industry has organized itself to feed the bears that are killed.

Maine currently has the dominant market position nationally because it has more bears than any other of the lower 48 states and it is within a day's drive of Pennsylvania, New York and Massachusetts where a preponderance of bear hunters live. Unlike the deer hunt, where Maine has lots of east coast competitors with larger numbers of deer, easier hunting and higher bag limits, there is currently no peer for bear hunts. A couple of sponsors reported some concern that the smaller average size of the Maine bear is lowering the quality of the hunt. The dependency of many guides and camps on the bear hunt is evidenced by the extraordinary effort put into the recent referendum to prohibit bear baiting. Most bear camps reported intense concern that the loss of the bear hunt in the future could lead to severe economic hardship in the industry.

Concerns About Large Resorts - Several sporting camp owners and guides expressed concern about the potential for big resorts being developed in the wilderness areas of inland Maine. Much of this concern is in response to the proposed Plum Creek development in the Moosehead region, but it is reflective of general concerns about the future of the Maine woods in light of the substantial land ownership changes. The sporting camps and guides are concerned about the change in complexion of inland tourism from small-footprint activities like sporting camps and wilderness campsites and low-impact activities like non-motorized boating and hiking. There is concern that in its search for new economic development activities in inland Maine, the State of Maine will embrace large-scale resorts for their job impact and tax generating potential. This concern extends to specific concerns about the current activities of Fermata, Inc. and the fear that Fermata's studies will reorient Maine away from relying on small businesses for inland tourism development in favor of a big corporate approach. They fear not only for their own businesses, but also the prospect of forever changing the character of the Maine wild lands which they have worked hard to protect.

Although there is also some concern among sporting camp owners that resorts might siphon off customers and compete for staff, this concern may be overblown. Big resorts would be in a different market segment and attract a different client. They are also more likely to develop their own linkages to staff from outside the area much like the larger coastal resorts do now. It is possible that the resort marketing would actually help market sporting camps, B & Bs, lodges, guides, and outfitters as the more traditional outdoor experience. Each business type may help support demand for each other without getting in each other's way or competing directly.

Needs of the Industry

The following section includes a brief analysis of some of the needs in the industries that were gleaned from the interviews. Because of the small sample size, caution must be used in extrapolating the analysis to the entire industry without further analysis.

Training Programs - According to both sporting camp owners and guides there may be a need for additional training in the content areas for nature-based tourism and in the areas of safety and wilderness medicine. It is expected that much of this training could be provided by the private sector. The guide schools are already on top of this and are continuously adding programs. In addition there are reports that several new training programs are being developed by specialists to respond to these needs. There might be a role for the trade associations to help sponsor some types of training programs, particularly those related to business management and marketing, but the most appropriate way to do this is by co-sponsoring proprietary programs developed by specialists as the trade associations do not have the finances or staff resources to do this on their own.

Market Information - Although many guides and camp owners have an appreciation of the emergence of new nature-based tourism activities and have developed new programs, it has been largely happenstance in response to customer requests or casual observations. Most respondents did not understand the breadth and depth of potential opportunities based on a thorough review of national and international trends. Sporting camp owners and guides frequently do not have the time or the research skills to identify and analyze how to capitalize on these emerging business opportunities in Maine. There may be a role for the trade associations or economic development organizations to conduct international market scans for opportunities suitable to Maine. The Fermata study will likely include some of this. Generalized studies might not lead directly to new businesses, but they would provide sufficient background data to enable sporting camps and guides to do their own follow up work.

Improved Wilderness First Aid Training - There are a number of national and international programs designed to provide guides with advanced wilderness first medical responder skills. Canada, for example has a training program for Canadian guides developed to provide them with the medical skills necessary to help people survive when they are three days or more away from civilization. It is no longer considered enough to train guides in rudimentary CPR and first aid for the brief period until an emergency medical team responds to a 911 call. This is one area where the professional standards organizations may be getting ahead of the regulators. Several guides and trainers reported that Maine may be falling behind national professional standards in this regard with the result that guides could be subject to unknown liability. Advanced training programs are available in Maine. For example, LL Bean's Outdoor Discover School teaches a program based on Wilderness Medical Associates which is used by the National Outdoor Leadership Schools and other programs.

Incentives - None of the respondents mentioned the need for development incentives to modernize their camps or to expand their programming. Most of the camps that wanted to modernize have found a way to do so without incentives.

Financing - The only financing problem identified by current camp owners was from camps on leased land, some of which are on annually renewable leases, where lenders have concerns about collateral value in a camp that does not own its land. Most camp owners reported being able to secure the capital required for improvements either from internal cash flow or borrowing. There is a problem however, in financing the acquisition of existing camps on leased land with bank debt.

Purchasing of Leasehold Interests - Most sporting camp owners on leased land would prefer to purchase the land.

The success of a few camp owners in buying their land is hopeful. At least two well-known sporting camp owners have been able to purchase their land after recent land ownership changes. Others report trying to purchase the land, but have not yet been successful. Part of the problem is a reported disconnect between what the camp owners want to pay for the land and the price at which landowners are willing to sell. The camp owners frequently complain that it has been their prior investment that has increased the value of the land and they should not have to pay twice. Although many leaseholders have made significant investments to their facilities over time to upgrade plumbing, winterize and add other upgrades, many financial advisors would not consider this prudent.

Professional Standards Organization - Some industry observers believe that the Maine Professional Guides Association should evolve to embrace new quality standards and become more of a professional standards organization rather than simply relying on state licensing. There is concern, however, that the association may be too tradition bound under an older paradigm. This was not a universally held idea and several guides thought the standards are stringent enough already.

Improved Definition of Sporting Camps - A few camp owners said that the general public does not really know what sporting camps are such that there is a need for some assistance from the tourism marketers to help the public develop a better picture of sporting camps. The owners thought that many people confused them with children's camps or even summer baseball training camps. One partisan of sporting camps, Alice Arlen who wrote a guidebook to Maine sporting camps, described them this way: (1) have four or more guest cabins, (2) have the owner/manager living on site, (3) be open to the general public, (4) not primarily serving transients and (5) "have the look and feel of a sporting camp". The latter point, of course, assumes that one already knows the look and feel of a sporting camp!

Transportation - Inland Maine seems overly dependent on the drive in market. It was a rare sporting camp that provided instructions on its web site to facilitate fly in guests. In order to attract more fly-in guests from overseas or outside the Northeast, the sporting camp industry will need to develop and market an airport pick up and delivery service. For those guests wanting to rent their own vehicle at the airport, the camp should provide the guests with a copy of the Delorme Gazetteer with the route clearly marked along with detailed descriptions of landmarks and precise distances. Looking at a map of Maine in a typical national road atlas makes the northern Maine woods very foreboding and it is the industry's responsibility to demystify the access issue. Most major outfitters provide livery service to the airport for their fly in guests and they report that guests are very willing to pay for the service.

Marketing of Sporting Camps - The Internet has had a major impact on the marketing of sporting camps and most camps do a credible job of portraying their camp and providing enough information to enable customers to determine if they will likely be satisfied with the camp's facilities and offerings. But, there is much more to marketing the camps than providing accurate descriptions. The Internet provides an opportunity to provide extensive information about area activities and attractions and to provide pre-packaged activity modules to help guests design their own custom programs. Not all guests are seeking "entertainment" packages, but many guests are seeking ideas for new experiences that they don't currently even know about.

The New England Outdoor Center in Millinocket, which was not interviewed in this study because it is a more of a large integrated hospitality business than a sporting camp, manages Twin Pine Cabins on Millinocket Lake and has major plans for additional developments in the region. This company markets an extensive list of recreational activities and includes one of the most expansive lists of "nature-based" activities of all the sporting camps in Maine. This is designed to appeal to a wider variety of vacationers and to provide the owner with information about the most popular activities. The prices for cabins at New England Outdoors are considerably higher than many other sporting camps with the price for small cabins in the \$1000-\$1400 week range depending on the number of occupants. This is mentioned not to encourage all sporting camps to mimic New England Outdoors, but rather to show an example of how to present activity options using the Internet.

Marketing of Guides - A large number of guides on the Maine Professional Guides Association web site do not list details of their services. This is a significant missed opportunity. The guides need to learn to make more effective use of the Internet. Even the proprietary web site, Maine Guides Online, seems deficient in effectively marketing the capabilities of its listed guides. Potential guiding clients need ideas about things to do on their trip and they look to guides to provide them with ideas about things to do as well as details of the actual services. Many prospective clients know nothing about inland Maine or its opportunities. Too many guides view themselves through a very narrow lens. Guides can extract some lessons from the outfitting industry which does a much more thorough job of

marketing total experiences rather than narrow skill sets.

Following is an example of an entry in the Maine Professional Guides Association web site that demonstrates the power of a web site entry to succinctly describe a guide's capabilities (entry is for Dan Gardoqui from Cape Neddick in south-coastal Maine, www.whitepineprograms.org): "Specializing in educational guiding, interpretive hikes, and back country camping. Offering day, weekend, and week-long programs in wildlife tracking, natural history (trees, plants, wildflowers, birds, mammals, etc.), wilderness survival, wild edibles, and wilderness awareness skills for kids, teens and adults."

Department of Inland Fish and Game Marketing - I F & W has a marketing department to help generate license fee income. A few guides mentioned that the I F & W might be able to help improve the marketing of Registered Maine Guides. Although it would seem a bit counterproductive to have both the Maine Department of Tourism and I F & W marketing the same services, there may be some way to coordinate the efforts to make sure that Maine presents a common face to prospective tourists.

Summary of Sporting Camp Owner Interviews

The Consultants conducted telephone interviews with the owners of 22 sporting camps in the Katahdin Region. The interviews were conducted during May and June following the mailing of introductory letters to 27 sporting camp owners. Although the interviews were conducted during the busiest time of the year for most camps owners, cooperation was excellent and the camp owners seemed pleased to have the opportunity to participate. Most interviews took approximately one-half hour with a few lasting considerably longer.

The respondents included a good mix of longtime and new owners and managers. Respondents ranged from a first-time owner who is developing a new sporting camp on an undeveloped lake after negotiating a lease with a new land owner to a just-retired owner who has turned over the family-owned sporting camp to a daughter after operating it for 53 years. Several respondents had been in the business for only 2-3 years, but a majority had been operators for 10-15 years or more.

The questions used in the interviews referred to emerging types of tourism as "nature-based" at the suggestion of the Maine Tourism Commission's advisor to the project. This report uses the term "nature based tourism" exclusively when referring to tourism activities other than hunting and fishing, but it should be noted that many respondents automatically switched to the term "eco-tourism", which tends to be the most prevalent term for these types of activities worldwide. Rather than analyze the responses to each question, the Consultants chose to consolidate the responses into common themes or topic areas.

Seasonality - The seasonality of the camps was about evenly split with about one-half open year round and the other half open for 7-8 months between about May 15 and November 30. For the most part, the camps that were closed in the winter were closed at the volition of the owners because they did not want to operate year round for personal or business reasons. Several said it was the time for vacationing, making repairs and taking care of non-operational business matters and that it was too grueling to operate year round. Seven or eight months of working 24/7 at the beck and call of customers was enough. A few mentioned that upgrading to winter operations would require new insulation, plumbing and heating systems and it was just not worth it. A few also said winter operations were very hard on historic camps and that it would accelerate the physical degradation of the facilities. Very few claimed that winter closing was for demand reasons and most seemed to recognize some potential for winter activities such as snowshoeing, cross country skiing and snowmobiling. A couple mentioned, however, that some snowmobilers were particularly hard on camps.

Occupancy and Trends - Occupancy/utilization varied considerably, but tended to range from 30%-60% on a season-long basis with most reporting very high occupancies of up to 100% during the spring fishing and fall hunting seasons. Several owners, however, reported that occupancy during the traditional fishing and hunting seasons has been trending down, except for those specializing in bear hunting which was holding steady at nearly 100% occupancy during the baiting season. Many camps reported that summer business was improving for "family vacations" and that the shoulder seasons of spring and fall were transitioning to more niche vacationers than

traditional fishing and hunting (again, with exception of bear hunting). It was encouraging that there are still a considerable amount of vacancies during the summer seasons and that new types of tenants were taking up the shoulder seasons as the more traditional sports decline. Occupancy during the winter for those operating year round was much lower with average occupancies of 20%-25% except for weekends which might reach an average occupancy of 75%.

The trend in occupancy was generally reported to be slightly to steadily increasing with the exception of the few camps that specialized on spring fishing and fall general hunting which reported declining occupancy (again, except bear hunting). Even the camp owners who reported occupancy to be steadily improving complained that occupancy during the ice-out fishing and fall non-bear hunting seasons has been steadily declining. Most attributed the declines in ice-out fishing to the dying off of long time customers who had booked ice-out trips for years but a few blamed the decline in the quality/quantity of fishing in general. Declining numbers of hunters likely reflects the general decline in hunting overall in Maine as evidenced by the decline in licenses. A few hunting oriented camps complained about the declining quality and quantity of game. Paraphrasing a couple of commentators: "Young people are not taking up the traditional spring fishing and fall hunting trips".

Meal Plans - The trend for family vacationers and new shoulder season customers is toward housekeeping. The principal exception is the hunters which usually request full meal plans. Despite a trend toward housekeeping, many traditionalists believe that American or modified-American meal plans are integral to the full sporting camp concept and work to keep meals in their program. A few mentioned that the meal plans add another profit center, but a few others claimed that it was getting harder to keep help and fully staff a meal program such that they were not sad to see central meals go. Several camps provide box lunches with their plans for guests who leave for the day. The trend away from full meal plans seems to represent a choice on the part of the camp owners. It should be pointed out that meals were historically the sine qua non of Maine sporting camps. For the somewhat related canoe/camping outfitting industry, outdoor meals are one of the most significant competitive factors differentiating outfitters.

Land Tenure - There are still many sporting camps on leased land, but the trend is definitely away from leasing. One owner reported having recently purchased the land after his family had been leasing the land for more than 100 years. Other lessors reported that they want to buy their land but are unable to do so because of the policies of the landowner. One camp owner was land locked by a new landowner who was making it difficult to operate the camps in the historic fashion. There is little question that ownership of the land makes it easier to upgrade the facilities from the security of investment perspective and makes it easier to obtain loans. Security of land tenure and access is likely to grow in importance and could become a flashpoint for future difficulties if increasing amounts of land are closed off.

Modernization - All but a couple of camp owners report having made significant and continuous upgrades over their period of ownership and several reported having added modern plumbing with toilets and hot showers in each cabin in recent years. The few reporting few or low-level improvements claim to be preserving the rustic nature of the cabins for their customers, but this may also be due to not having sufficient capital for the upgrades or not being willing to increase prices enough to pay for improvements. Most owners reporting significant levels of investment said that the modernization had been necessary to meet the demands of customers. Opinion was overwhelming that outhouses and shower houses are no longer satisfactory for a broad swath of society and that the industry could not survive long term without modernizing the facilities.

There is a significant difference of opinion as to whether the "rustic" condition of many sporting camps is an impediment to obtaining higher prices. A small number of owners are fairly adamant that the camps should be kept rustic and that there is a segment of the population that wants to stay at rustic camps. They consider it a part of their niche. A significant majority of this very small sample of twenty-two sporting camp owners, however, believe that modernization is necessary just to keep their historic clientele and is even more necessary for the newer nature-based customers. None of the modernizers regret upgrading their camps and all intend to keep modernizing to the extent that finances and customer demand permit.

At the same time they are modernizing, however, they endeavor to modernize in a way that preserves the historic character of the camps. Although it is not feasible to correlate some of the occupancy and related economic data to attitudes toward modernization, a cursory review indicates that the modernizers report better occupancy and satisfaction with the emergence of new customer groups, including those seeking nature-based activities. However,

several reported that even the traditional hunting and fishing sportsmen are pleased with the modernization. Most have concluded that to increase prices and attract a more diverse client base in light of declining fishing and hunting, they had to modernize. It was interesting to note that a sizeable number of modernizings have occurred within the past five years or so with one owner doing the interview while his crew was burying water lines in preparation for expanding to winter operations.

Impediments To Modernization - Owners report having nearly no regulatory problems in modernizing their camps. The long term owners report that LURC has dramatically improved its service levels and seems willing to work with owners to find ways to make improvements within the regulations. Part of the lack of impediments is due to the availability of special LURC rules for older sporting camps that predated LURC regulations, but there was a genuine feeling of cooperation from LURC staff. A couple reported that the plumbing code makes it expensive to upgrade because then the whole system has to be brought into conformity, but this was admitted to probably be a good thing despite the expense. The owners are much more concerned with changing land owners than with regulations. Changing land owners has led to restrictions on the use of roads, trails and nearby lands that have made it difficult on some camp owners. This is particularly true where a new landowner restricts hunting, fishing, snowmobiles, ATVs, etc. The other significant impediment to modernization is with camps on leased land. It is difficult to get financing for camps on leased land because the land cannot be offered as collateral, but there is also the problem of investing in the physical plant when the owners have only annual leases and face the prospect of changing land owners. Security in land tenure is the most serious impediment to modernization for camps on leased land.

Primary Activity Interest of Customers - Spring “ice-out” fishing and fall upland game hunting are still a mainstay activity for a majority of the sporting camps during those seasons; however, nearly all camps with a couple of exceptions report a significant increase in the number of families, couples and singles selecting sporting camps for a wide variety of “R & R” vacations during the balance of the season and, in some cases, even during the fishing and hunting seasons. With the few exceptions of camps organized principally to support bear hunting, sporting camp owners reported actively redeveloping and marketing their camps and activities for more nature-based tourism. Many owners report actively trying to move their spring and fall business away from its focus on the harvesting sports to other activities because the quality of both fishing and hunting is in decline and there are not as many people interested in those activities. This trend is unmistakable among all but a few of the bear camps. It is the profitability of the bear hunt that allows them the luxury of not having to shift to new activity markets.

The single greatest factor differentiating the sporting camps is whether they focus on bear hunting because the bear hunt dictates camp operations, pricing and marketing. Most bear hunting camps provide full meal plans and guides, sell fixed-price hunting packages and market heavily through hunting trade shows throughout the Northeast. Bear camps also tend to be owned by long time hunting guides who tend to stay focused on the traditional sports.

Trends In Nature-Based Tourism - With very few exceptions, sporting camp owners saw a great future for a much more diverse nature-based tourism industry in Maine. Most thought that nature-based tourism should be actively developed and saw a role for the sporting camps to help promote this development. Despite the widespread recognition of this trend and its importance, most of the camp owners still wanted to maintain a focus on their traditional hunting and fishing clients for the brief seasons when the traditional sports were most in demand.

The spring fishing season presents very little conflict with more nature-based tourism since they can co-exist quite easily, but there is little overlap of family vacations with spring fishing because kids are in school and the bugs can be fierce. Hunting is the traditional activity that is seen as conflicting most with nature-based tourism, but with the exception of the bear hunting camps, sporting camps appear ready to let hunting take its place as one of many available activities as opposed to its traditional position as a sporting camp’s core activity. Several camp owners reported seeing an increase in singles and couples attending camps in the fall to take advantage of good weather, significantly fewer bugs and lower commotion levels without children around. A few thought that it was still a bit premature to project the growth potential for nature-based activities. Although the trends are good, many have not yet had enough experience to determine how much more development time they should spend on these activities.

Most of the owners reporting increases in nature-based activities say that at this point they are providing customers with information on how to pursue their interests rather than developing specific programs in house. This includes creating natural resource guidebooks to their area and providing referrals to vendors and guides who manage special

programs such as moose safaris and group hikes. They also maintain libraries of guide books on hikes, canoe trips and fishing spots in their regions. A review of the web sites for the camps shows that most of the camps provide considerable information about activities and attractions in their surrounding area so that customers can usually identify options in advance and can pursue their interests with basic instructions from the camp owner. A couple of respondents reported that their wives are developing programs in nature-based tourism to help develop this market. A few camp owners expressed concerns about the willingness of customers to spend much money on many of the nature-based activities, but most nonetheless mentioned several specific activities that they were developing the capacity to support that included the following among others:

- 👍 Hiking
- 👍 Canoeing and Kayaking
- 👍 Boatmanship
- 👍 Trail bike riding
- 👍 Rock climbing
- 👍 ATV trail riding
- 👍 Bird watching
- 👍 Wildlife photography
- 👍 Fly fishing (a number of camps expressed widespread interest in fly fishing training programs especially for women, teens and children)
- 👍 Wilderness survival
- 👍 Outdoor medicine
- 👍 Orienteering and compass reading
- 👍 Outdoor cooking
- 👍 Edible plant identification, gathering and cooking
- 👍 Tree and wildflower identification (one camp was hosting a large group of wild orchid enthusiasts at the time of the interview)
- 👍 Snow shoeing
- 👍 Cross country skiing
- 👍 Dog sledding (at least two camps are working on winter dog sledding)
- 👍 Educational programs about the working forest, its history and traditions
- 👍 Moose safaris
- 👍 Meditation groups

The breadth of the change is perhaps epitomized by one camp owner who now asks sports not to hunt on his land in order to preserve the wildlife for photographers.

Geographic Draw of Sporting Camps - The sporting camp industry mirrors the general tourism industry in Maine in that the vast majority of its clientele comes from the Northeast, generally defined as Pennsylvania, New Jersey, New York and New England. There were a few camps reporting regular guests from Maryland and Virginia too, but the number of guests from further away dropped off significantly the further away one got. Several camps reported a smattering of guests from the Midwest, Southeast and even Southwest, but no one mentioned the West Coast except to say that they never had a guest from there. Somewhat surprisingly, many camp owners mentioned foreigners as guests. There were two types of foreign guests. One consisted of foreigners who were US residents or immigrants living in Northeastern cities seeking an outdoor experience. The other included tourists from Europe seeking the same thing. Most attributed the Internet for the development of foreign tourists. Although the sporting camps draw clientele from throughout the Northeast, many camps reported that they still relied on a sizeable number of Maine residents as guests. Many of these Maine residents are second or third generation guests that have been visiting the camp for years as extended families.

The general conclusion among respondents is that it will be very difficult to attract customers from further away than the traditional Northeast market because that is the limit for a drive-to vacation and Maine is not a fly-in destination state. The Katahdin region sporting camps believe that air service is too expensive and the region is too poorly serviced to attract many customers from further away. However, there were a few who thought that it might be possible to attract more Europeans to inland Maine since they will likely be flying to Northeast ports of entry. Camp owners generally wanted to see more marketing of sporting camps and inland tourist attractions to the southernmost Northeast markets of PA, NJ and NY with their huge concentrations of people within an easy drive.

They believe that this is where they will get the biggest bang for their marketing dollar.

A few camp owners reported traveling to the airport in Bangor or Presque Isle to pick up guests, but this service is not marketed very much and few camp web sites even mention flying to Maine. The Consultant has done some work in the related camping outfitting industry where it is customary to market airport pickups and to make it as convenient as possible for guests to get to a canoe trip trail head.

Why the Low Pricing? - Pricing is a difficult issue. Many owners report that they have to be mindful of not pricing themselves out of the market for Maine customers, which for many are still their core customer, and they have to be realistic about the quality of their facilities when compared with the \$350/night B & B that has fancy furnishings and services. Some report being reluctant to try to upgrade their facilities significantly and shift to a more upscale, out-of-state clientele because they still need the Maine customer base for a high occupancy. A few of the traditionalists reported that they did not need more money and wanted to keep their historic client base. Several of the expansionists reported initial reluctance to raising prices in order to pay for significant facility upgrades, but once they started raising prices and got little or no resistance, they realized that the market would support higher prices.

Several respondents thought that many camp owners have no idea that they are pricing themselves so far under the market. One owner who charged \$350/week for a housekeeping cabin got suspicious about pricing when his out-of-state customers began leaving \$200 or more tips despite not getting any services. (This is a cultural problem for Maine natives in all aspects of business and is due in part to Maine being such a poor state with respect to the rest of the country, that natives just get used to charging the minimum amount necessary to survive so that they will not be perceived as bleeding their neighbors.) For a number of owners, a sporting camp is more of a lifestyle business rather than an investment business and they are satisfied with nominal financial returns in order to live their desired lifestyle.

A sizeable number of owners see the key to raising prices is to significantly upgrade the quality of the facilities and to expand the service package. Several owners reported satisfaction with their existing clientele and do not want to price them out of the market so raising prices is not a goal. A few were skeptical that a truly upscale market would be interested in the sporting camp experience no matter how comfortable the camps were made since they would always be somewhat rustic by virtue of their location and ambiance. One owner summarized the debate as having to decide between two somewhat exclusive market segments that do not mix very well: the “Budweiser crowd” and the “wine and cheese crowd”. This is the essence of the pricing debate. The potential conflicts are significant because some groups of hunters and fishermen can be somewhat crude. Anyone who has ever been to “deer camp” knows what this means. A few owners reported having to ask the hunters and fishermen to clean up their acts when families and couples are in the camp at the same time.

Use of Guides By Sporting Camps - Many camp owners are registered guides, but most report not doing much guiding because of lack of demand, being too busy or not willing to pay the cost of insurance for what little guiding they do. The camps break down into two groups with camps focusing on hunting and fishing having both staff guides and contract guides available to sports. The camps that have moved away from hunting and fishing report decreasing calls for guides and have not yet seen a big demand for guides for the emerging nature-based activities. These nature-based activities do not necessarily require guides and it is feasible for camp owners to provide maps and lists of attractions for self-guided activities. There was some concern about the willingness of customers to pay the cost of guides for some of the nature-based services. A few reported however, that they saw opportunities for group guided activities where the cost of the guide could be shared among several people as compared to a hunting or fishing guide who usually only guides one or two clients at a time. A common example was the moose safari which is quite popular. One long term camp owner recalled the old days when guides for animal viewing were not necessary: “You didn’t need a guide to see bear or moose. You told people to go to the dump to see bear and the state salt shed to see moose.”

Most camp owners have lists of guides that they work with on an on-call basis. Some of these arrangements are formal with understandings regarding pricing and availability, but most are informal. Most of the camps contracting for guides or making referrals to guides worked with 2 to 8 guides with whom they had some historical relationship. Camp owners preferred working with guides they knew because they were worried that a poor experience with a guide might reflect poorly on the camp.

There is a significant difference between the camps that focus on hunting and fishing and the camps that have been shifting to general recreational clients. A little less than one-half of the camps reported hiring guides for an average of 150-200 total “guide days” each year and about a quarter reported sponsoring 30-60 guide days per year. A guide day was one person hiring a guide for one day. These were all camps that specialized in hunting and fishing during those seasons. One camp owner reported sponsoring approximately 1,000 guide days per year.

The majority of camp owners are not yet seeing much demand for guides for the emerging nature-based activities so they have no opinion on whether the existing guides are able to provide expanded services. A few believe that the general registered guide has much broader outdoor skills than simple hunting and fishing, but they do not know whether they have the specialized skills that might be required in the future. This seems to be an area where there is not yet enough experience among owners or guides to gauge whether new skills are required, but there is some concern that the guides may not have the all of the necessary skills if demand increases.

The owners report that it is their responsibility as camp owners to develop internal capacity for delivering new outdoor services to their clients. Once the activities are more fully developed, the guides may be able to follow up with more specialized services. There was a bit of concern about guides competing with sporting camps but this was not widely held. Since there appears to be a common interest among guides and camp owners in expanding services, there should be more cross marketing of the experiences to build the business for everyone. One owner suggested that the guides’ and camp owners’ associations get together for a joint meeting to determine how they can help each other respond to these trends.

Range of Guide Services - Nearly all owners reported that they believe that existing guides are able to provide a range of outdoor services in addition to the traditional hunting and fishing, but more than half reported that they have not seen a significant level of demand for non-sporting related guiding services. A majority of the camp owners report that they are frequently able to satisfy the demands for new services, such as hiking, berry picking, mushroom hunting, etc. with lists, maps and guide books. A small number, however, reported that the hunting and fishing guides are not really equipped nor have the experience required for providing some of the emerging outdoor services even if they were asked and that there is a need for additional training for guides in many of the new outdoor activities.

Pricing of Guides - The general opinion is that guide pricing is low because guides have concluded that Maine natives and the majority of hunters and fishermen from out of state cannot afford to pay more for services and the guides would rather work for a little pay than not work at all. When pressed, several respondents reported that there were too many guides and particularly too many part-time guides to permit raising prices. There was considerable concern about part-time guides working without insurance keeping the prices down; however, most camps and outfitters require guides to have insurance or provide it to them. There was some concern that the skill/service level for many guides was too low to warrant higher prices and some thought that the quality and quantity of fish and game was too low to justify higher prices. The income to many guides who work as subcontractors to outfitters, lodges and sporting camps are even lower than posted prices because many contractors charge a markup on the guide. For lodges that charge \$150-\$175 per day for a guide including a mark up of 10%-20%, there is not much left for the guide and his or her boat. There was a very wide range of guide prices quoted with most ranging from \$175-\$275 per day. (For comparison purposes, prices for fishing and hunting guides in other regions of the country generally range from \$325-\$400 per day for a maximum of two people and sometimes much higher for specialized hunts. Saltwater fishing guides in Southern Maine are generally priced in the \$325-\$375 range for one or two clients at a time.)

Marketing Sporting Camps - There is near unanimous opinion that the Internet has dramatically changed the marketing of sporting camps and that a well-developed web site is critical to differentiating among camps. Web sites permit each camp to focus on the details of their offerings and to highlight the type of physical facility they operate. A review of the web sites indicated that all of them seemed quite honest about their facility in terms of describing in words and pictures exactly what the camp offered. Those that have outhouses say so, although they might point out the inherent “attractiveness” of outhouses. Next to the primacy of developing a web site to sell the camp, the owners differ on how to market the web sites to get lookers and bookers to review their offerings.

With few exceptions, nearly all camp owners report that magazine advertising is totally ineffective at marketing

camps. Although many relied heavily on print advertising in sporting magazines in the past, most have given up on them. A few report still advertising, but getting weak results. One camp donated a week's lodging to a charity auction and got scores of inquiries as a result of newspaper coverage of the event and participation. Another camp invites the producers of cable TV sporting shows to film at his camp in return for providing free meals and lodging for a simple one sentence mention at the end of the show. Other techniques include getting a quality sanction from some nationally known reference such as Orvis, running very small ads in Downeast or travel magazines to get people to the web site, placing brochures at Maine Tourist Information Centers, purchasing ads in local Chamber of Commerce guide books, and listing in web reference sites such as the Maine Sporting Camps Association, Maine Office of Tourism, etc. A couple mentioned organizing their web sites in a way to maximize being picked up by search engines and a couple even purchased advertising links from search engines. Many camp owners concluded that they could likely make even more productive use of the Internet.

The report on trade shows is mixed. Some camps, principally bear hunting camps, report going to shows and getting good results. Other camp owners, however, report that the shows have deteriorated and are not as productive as they used to be. Several thought that the evolution of the Internet has diminished the shows because it is now possible to provide a good picture of your camp on the Internet whereas historically, the only way to show a lot of information was at a trade show because print media was so limiting in terms of size and cost. Trade shows were also reported to be very expensive and to take a lot of time for preparation, travel, management and follow up. Many still see value in trade shows for generating interest among new clients, but have concluded that it is too inefficient for a small camp to do it alone. A few suggested that doing a group show, such as through the Maine Sporting Camp Association, might be more effective. Bear hunting camps are quite different in that hunting shows in Pennsylvania, New York and Massachusetts are still quite productive with several reporting that they book nearly their entire bear season between these shows and repeat clients.

Repeat Business - Sporting camps are blessed with repeat business with a significant majority reporting repeat rates of 60%-80% and a few reporting repeat rates of 90%. For camps specializing in hunting or fishing, the primary seasons generate nearly 100% repeat business. One camp owner reported never advertising after the first few years and operating for nearly 50 years on repeat business and word of mouth alone until nearly all of their customers had died off at which point they closed the camp and turned it over to a family member. This is terrific evidence that the camps are meeting the needs of their customers. The weakest season for repeat business is the summer months between spring fishing and fall hunting when camps report between 30% and 60% average occupancies, but with most of those reporting that summer season occupancy is trending up.

State Actions to Support the Industry - The general consensus was that the state could do three things to help the industry:

- (1) help the industry define itself as a unique Maine industry with a long tradition of remote outdoor experiences, but with modern conveniences,
- (1) market inland Maine more with a focus on lakes, mountains, and rivers rather than "lobsters and lighthouses" and the coast, and
- (1) do more advertising in the southern end of the primary market including NY, NJ and PA.

Other ideas presented by a handful of owners included improving the quality of the fishing and hunting, helping to preserve access to natural areas, and helping to solve the part-time summer help problem. Several owners reported that the decline in the quality of the fishery was a significant long-term concern and that Maine was missing the opportunity to capitalize on its early history of providing a world class cold water sport fishery. This would be of particular benefit to the sporting camps and guides because they are concentrated in cold water fishery regions. There was no mention of public development incentives other than some concern that incentives for large resorts might harm the sporting camp industry.

A few owners expressed concern that any increased generic marketing of Maine sporting camps must highlight the wide differences in the condition and service levels of the various camps to help ensure that new customers select a camp that is likely to meet their expectations. Neither the owners of the more rustic camps nor the heavily modernized camps want to attract clients who will be disappointed in the experience. Although a couple of camp

owners mentioned the potential usefulness of some sort of a state or association “quality standard”, the wide variety of types of camps likely precludes a standardized assessment. Most camp owners thought that customers could self-select the appropriate quality experience from the information available.

There was some concern that the State of Maine might focus more on large resort developments in inland Maine rather than on existing or even new smaller businesses. According to those who share this concern, this would hurt in two ways. First, it could draw clientele away from the sporting camps and other lodging facilities to the large resorts. Secondly, it would compete for staffing which is already a problem. There was some concern that the Fermata, Inc. approach would result in trying to convert Maine to something it isn’t with a focus on big resorts and elite customers. The general consensus is that inland Maine is best suited for a rustic, semi-wilderness “outdoors” experience and that trying to convert it for upscale tourists who prefer a pampered “resort” atmosphere would not work. There was also some concern about the state getting involved at all since the camps are already moving in this direction and seem to know what to do for the most part. Again, the need for more state marketing of inland Maine tourism opportunities was mentioned several times. Additional market data on the types of nature-based services most in demand for an environment like Maine would also be helpful.

The general attitude was that the State of Maine as a government is aware of and supportive of the industry. Sporting camp owners tend to be individualist entrepreneur type people who do not automatically think in terms of what government can do for them. Their preference would be to leave them alone, keep taxes and fees low and reduce barriers to doing business.

Maine Sporting Camp Owners Association - By design, nearly all respondents were members of the trade association. Those few who were not members did not know much about it. Respondents were generally very pleased with the trade association and several have been closely involved over the years in leadership positions. The brochure and web site are seen as being effective at helping to drive clients to each camp’s own web sites. The chief impediment to the association doing more is the lack of money. Doing more such as placing print advertising or going to retail trade shows to attract clients to each camp web site might be helpful, but because of the expense, it could cause membership to decline if dues were increased very much. With only 59 members out of 200 or so sporting camps operating in Maine, the budget is already tight for what the association does now.

The consensus was to encourage the trade association to continue to market the industry and seek cost-effective ways to generate more traffic at each member’s web site. There may be a role for the association to play in helping the industry transition to more nature-based tourism by generating information on trends, but it must also be mindful that the association contains both traditionalist and modernist members and must be respectful of the interests of each. A few thought that the association should be more of an advocate for keeping taxes and fees low rather than marketing. One concrete suggestion was for the association to focus on getting outdoor writers to publish articles on Maine sporting camps in the travel and outdoor press.

Attitudes Toward the Future of Sporting Camps - Extemporaneous comments tended to represent two very divergent views of the future with one group being very optimistic and the other very pessimistic. Generally, the optimists are those that have been reinvesting in their camps, expanding their seasons and service offerings, helping to develop new nature-based activities in addition to existing hunting and fishing programs and working hard to preserve the sporting camp tradition, but with a modern touch of providing more comforts and amenities that are required by increasing numbers of tourists. The pessimists are generally those that continue to rely principally on hunting and fishing and their attendant short seasons and aging participants, resist upgrading their camps, blame the state for the deterioration of hunting and fishing and decry the changes in land ownership. The pessimists are usually, but not always, the strongest bear hunting partisans and consider preservation of bear baiting as the last stand for preserving their livelihoods and the traditional sporting camp way of life.

Several respondents who were generally quite optimistic about the future saw potential problems on the horizon, however, including: (1) concerns about large resort-style development changing the character of inland Maine and competing for both clients and personnel and (2) concerns about access to land because of the changes in ownership. The sporting camp owners focusing on the more traditional fishing and hunting were most concerned about: (1) the quality of fish and game available and (2) continued attacks by opponents of consumptive fishing and hunting.

Summary of Guide Interviews

The Consultants conducted telephone interviews with 12 Registered Maine Guides who operate as “recreation” guides in the Katahdin Region. The classification of “recreation” guide is one of several classifications of guides that are self-selected by the guide. Most, but not all, of the recreation guides included on the list were also hunting and fishing guides. The 12 guides interviewed were from a list of 24 guides on the Registered Maine Guides Association membership list and an additional 7 guides whose names were provided by a member of a group of guides forming a new trade association oriented toward general recreational wilderness guiding. Most of the founders of this new group work in the canoe and camping outfitting industry. In addition, nearly all of the owners of sporting camps were Registered Maine Guides. A copy of the questions used for the interviews with guides is in the Appendix.

The Business of Guiding - Most of the guides interviewed work only part time as guides and have other sources of income. This is especially the case with the independent fishing and hunting guides. The guides working full time or at least trying to make a living as a professional guide are generally: (1) involved in the outfitting business (organize and support multi-day wilderness camping trips), (2) own a sporting camp, lodge, or outdoor retail/service business (e.g. tackle shop, marina, etc.) and (3) operate a school or special instructional programs for outdoor skills. The general conclusion is that the combination of low prices and intermittent assignments make it very difficult to make a living as a guide “day contractor”. Most guides that operate full time have a broad portfolio of services including running training programs, writing books and articles on outdoor activities, conducting programs for schools, developing outdoor art or photography and related businesses.

The season for most recreation guides is principally a 7-8 month season from ice out fishing to the close of hunting. Most winter activities are undertaken by guides with lodging facilities, winter trip outfitters or guides specializing in ice shack rentals. There is some winter guiding in the snowmobile industry, but it appears to be modest at this point. There are a few guides conducting winter snowshoeing and cross-country ski/camping trips and there are at least a couple of guides working on dog sled trips. At this point, there appears to be very low demand for winter guiding with only a few niche providers being able to make a go of it.

Guides who do not own lodging facilities appear to break into two groups: (1) those working for extended camping trip outfitters, rafting companies, or organized tour companies and (2) day contractors who are either independent or affiliated with a lodge, sporting camp or guide brokerage service.

Tenure as guides among respondents varied substantially, but the guides with the longest tenure tended to be those who operated outfitted trips or lodges. A few guide part time because they hold other jobs, but they plan to guide full time in the future.

Most guides provide most of the equipment used by their sports such as boats, canoes, kayaks, and personal flotation devices. Although some fisherman bring their own fishing rods and reels and nearly all hunters use their own guns, guides usually provide bait, flies and other tackle and for day trips, the guide usually provides lunch, snacks and drinks, although this varies among guides. The outfitting companies usually provide all equipment required for the trip except for sleeping bags and personal gear.

Insurance - Insurance is a problem for independent guides that work only sporadically. It is available, but it is quite expensive with the average annual cost for a guide operating a boat and motor estimated to be about \$1,500. The Maine Professional Guides Association has a marketing arrangement with a Maine-based insurance broker that is the default provider for many independent guides. Lodges and outfitters tend to have their guides insured under comprehensive business policies. There is considerable concern about part-time guides working without liability insurance. This makes it difficult for insured guides to charge a high enough price to pay their costs and creates a hazard for some clients.

Types of Guides - By design, nearly all guides in this very small sample were classified as “recreational” guides, but most were also hunting and/or fishing guides. Although fishing and hunting predominate, there is a lot of guiding of non-traditional activities going on and the guides working on activities other than hunting and fishing report that the non-traditional part of the business is growing. There are nonetheless a number of traditionalists who continue to focus on fishing and hunting and who have little interest in much else. Although the sample focused on

recreational guides, a review of the full membership roll of the MPGA indicates that a majority of the guides consider themselves to be primarily hunting and/or fishing guides. Even accounting for sample bias in this study, it appears that a number of guides have been significantly expanding their professional service offerings in response to their recognition of a much broader market. This came through most clearly in the interviews with sporting camp owners who were also guides. Like the sporting camp owners, guides seem to be dividing into two sectors with traditionalists focusing on fishing and hunting (particularly bear hunting) and “expansionists” who are adding many new outdoor activities to their repertoires. Extreme caution is warranted regarding this observation, however, because of the small sample size.

Demand for New Guided Activities - The recreation guides have seen the demand for new types of services increasing and have begun responding. The few guides who focus expressly on hunting, in particular, report not seeing much demand for a wider variety of services, but this is likely because they are working with very narrowly focused clients seeking a bear or other game. Hunting guides report that they occasionally show the hunters other aspects of Maine’s outdoors, but not much due to a lack of interest by the clients. Guides primarily focused on fishing report a slightly greater interest among their clients for expanded services, but only a little more than for the hunting guides. The general recreational guides appear to be the ones that are responding more quickly to the changes in the market.

Most respondents agreed that for those guides interested, there is a new market developing on top of the traditional hunting and fishing market. Not all guides are interested in the new activities, however, as some just want to guide fishing and/or hunting. The expansionist guides generally see a good market developing for a whole range of guided activities, but they are somewhat concerned about the split within the Maine Professional Guides Association.

Most of the guides reported being able to meet the demand from clients for new types of services, but a few said that there may be some gaps and some see a need for guides to have better skills in the non-traditional outdoor activities before they market themselves as experts. The generalist recreational guide clearly offers the broadest services currently, but the market for some specialized activities might grow to the point that highly specialized services might be required. Examples might include guides with exceptional photography skills to manage wildlife photography trips or guides with wild food foraging and outdoor cooking experience. Guides report that many of the new activities are more group oriented than fishing and hunting which usually involve only one or two clients at a time. This is seen as a positive change since it makes it feasible to charge less per person, yet provide adequate compensation for the guide. It should be pointed out that many of these so-called “new markets” are not new and many guides, particularly the recreation and outfitting guides, have been addressing this market for years.

The strict hunting guides seem to be the least interested in expanding their services beyond hunting. Fishing guides appear to be getting more inquiries for new recreational experiences and a few are responding favorably.

Primary Market Area - Guides of all types report that most of their clients are from the Northeast, generally from Pennsylvania and New Jersey northeastward, but quite a few mentioned getting increasing amounts of business from all over the country with the exception of the west coast. There were several who mentioned getting an occasional client from Europe. This is very similar to the experience of the sporting camps. There are therefore some hints that Maine may be getting more visitors from outside its traditional Northeast market. When asked about the ability to expand the market for guides beyond the Northeast, one guide responded: “We are not as famous as we think we are” and went on to describe that Maine guides are not a natural draw beyond the Northeast. Most reported the need to market inland Maine more outside of the Northeast because Maine is not on the radar screen for inland type recreational opportunities, but rather is known more for its coastal amenities. Maine guides need to be much more sophisticated in getting clients to consider Maine for its inland recreation opportunities. They believe that the product can sell itself if Maine can find a way to get the word out.

Affiliations with Lodges and Camps - A small number of the guides in the survey reported owning some facility for putting up clients such as a cabin or bed and breakfast. This is because many clients wanted the accommodation part of their trip taken care of for them. By definition, this survey would not expect to get many providing facilities because it eliminated guides that own sporting camps, but it appears that having a residential facility available might be more common than suspected.

Many of the guides reported having informal relationships with one or two sporting camps or lodges in their area for

which they make occasional referrals. Those with their own facilities said they do not have such relationships because of the competition factor. A few guides reported affiliating with guided trip marketing or outfitting companies or brokers in order to get steady business. This may be the beginning of a trend in which guides affiliate with a company that takes on the marketing responsibilities and provides insurance. One guide reported entering into an exclusive relationship with Nicatou Outfitters in order to obtain insurance coverage and to help market for a wider variety of clients.

Many recreational guides that do not focus on hunting or fishing work in the outfitting industry that organizes extended camping trips, usually by canoe, for groups of 6-10 clients at a time. To a certain extent, the outfitters compete with sporting camps, but occasionally outfitters put their groups up in a sporting camps on either end of the journey. There may be more opportunities to jointly develop special programs that capitalize on the strengths of each with outfitters developing 2-3 day programs for wilderness skill building to augment a fixed camp stay.

Affiliations With Other Guides - Many guides thought there were opportunities for guides to work together to develop group programs, but there was not much enthusiasm for it. Several guides reported that there is still a lack of trust among all parties because of the changes in the industry and the different responses by individual guides. They point out that historically, guides worked one on one with their sports and were reluctant to share assignments with other guides for fear of losing future business. Many guides have begun to see this change as more group activities evolve which can support guides with different expertise.

New Business Development - Guides seeking the new markets need much more information about these markets and how to market to them. Many guides will also need more skills to be effective. A few guides expressed concern about overselling the capabilities of the general recreational guide and identified a need for higher knowledge levels and standards for both basic guiding principles and for specific skill content. They were not sure whether this should come from the licensing process or from the professional associations, but there was some concern whether the Professional Maine Guides Association, which by nature serves all types of guides, is the appropriate vehicle for trying to upgrade the content skills of various guiding specialties.

At this point, the expansionist guides appear to be responding to the demands of clients for new types of services instead of leading the market by developing new activities and marketing them. A few of the guide's web sites, however, have extensive lists of alternative activities that are available in their area or for which they have specialized services. The more entrepreneurial guides are trying to develop the market.

Pricing for Guide's Services - All respondents were informed that prices for guides in most other developed markets are from 50%-150% higher than the prices in Maine (\$150-275/day in Maine and \$300-\$400/day in other markets). Most guides recognized that guides' prices in Maine are generally significantly below prices in other regions. (It should be noted that saltwater fishing guides in Southern Maine are the exception to this with prices averaging \$350/day.) Asked to speculate on why prices were so much lower in Maine, respondents provided a range of reasons:

- (1) there are too many guides and particularly too many part-time guides,
- (2) the quality of the fish and game is not high enough for better prices,
- (3) rural Maine guides do not know what guiding pays in other markets,
- (4) low esteem for the trade keep people from asking for more,
- (5) concerns about the overall quality of the service, and
- (6) wages in rural Maine where the majority of guides live are comparatively low, so they go with the flow.

Most respondents reported not knowing how to get prices up, but a few felt that improving the quality of service was key. Many said that increasing fees was not feasible because there are too many guides. A couple said that a few guides have to take the chance of increasing prices to show that it can be done. Quality and service will be key along with creating a new class of guides with higher qualifications.

Repeat Business - Some guides report a lot of repeat business, while others report not getting much repeat business at all. Bear guides generally report generating a significant amount of business from repeat clients and referrals. The guides affiliated with outfitters also report seeing quite a bit of repeat business.

Marketing - Most guides that do any advertising at all rely on the Internet with their own sites or from listings on the web site for the Maine Professional Maine Guides Association. The Internet is the favored media by far with several guides trying to drive clients to their web sites through listings in other referral services. Two reported purchasing a listing with Maine Guides Online, a proprietary web site that develops and hosts web sites for guides, and thought it was helpful for driving clients to their own web sites. Some guides have tried magazine ads to drive customers to their web site, but report that it is not very productive except for the higher-end outfitters. Guides report that there is not enough money in being an independent guide to do much advertising. This may lead to an increase in the number of guides who link up with brokers, referral services and outfitters for their marketing savvy. Only one guide had attended a retail trade show and reported mixed results. Many had considered it, but found that it was too expensive and time consuming. Some hunting guides and hunting camps reportedly attend several hunting shows as a key part of their bear hunt marketing.

Role for the State of Maine - Most thought only of marketing more. Others thought that there was a role for the state to perform in helping to explain the breadth and depth of inland recreational opportunities and the availability of guides to help. There was a bit of concern about over-marketing before the broader guides community can be trained to deliver. Most thought the state should market inland Maine opportunities rather than just the coast.

Maine Professional Guides Association (MPGA) - Most respondents were members of the Maine Professional Guides Association and thought that it does a good job; however, there is some concern among the expansionist guides that the MPGA is too dominated by bear hunting guides and other traditional “fish and game” guides. Because of this the association is finding it difficult to broaden its impact. Several respondents suggested that the MPGA could make better use of its web site to market the value of guide services and should spend more effort going to trade shows. The trade show proponents were principally hunting and fishing guides. A small number of expansionists suggested that the association should take the lead in improving the quality of the guiding product. Hunting and fishing guides also suggested a role for the association in improving the quality of the fish and game.

Attitudes Toward the Future - The expansionist guides are quite optimistic about the future, whereas the traditionalists are quite pessimistic. The traditionalist are very concerned about the quality of the fish and game and see their sport being constantly under attack from opponents of consumptive sports (and particularly the anti-gun lobby) and by proponents of non-consumptive sports.

Summary of Interviews with Guide Schools

The Consultant interviewed the owners of three guides schools and the manager of a fourth guide school. Three of the schools interviewed are believed to be the largest trainers of guides in Maine. Collectively, these four schools conducted a total of 48 classes in the past year which included preparation classes for the state license and general guiding practice and skill building classes. About one-half of the courses were specifically aimed at helping students pass the state test. Classes generally consist of intensive day long classes for 2-5 days or extended classes of 2-3 hours per week over a 10-12 week period. Collectively these four programs teach an estimated 235-260 students per year on average, but attendance has been gradually increasing over time. The schools have been operating for 5, 8, 11 and 16 years.

One of the schools focuses principally on teaching for the exam for hunting, fishing and recreational guides. The other three programs also teach skills required for the license, but have also developed content programs to teach a variety of outdoor skills including wilderness survival, watercraft safety, navigation, wilderness first aid, outdoor cooking, canoeing/kayaking skills and specialized programs for women. In addition, the programs teach human relations skills related to guiding and work to help the guides become teachers as well as guides. The core licensing issues that students are seeking training in are map and compass work and lost person searching. All of the programs teach a bit about the history and traditions of guiding in Maine to instill the responsibility to carry on the traditions and honor the title of “Registered Maine Guide”.

An increasing number of students are taking the courses to learn general guiding skills, not necessarily to take the test, but rather to improve their own outdoor skills. Those seeking to get licensed are generally seeking insights on

how to best perform on both the written and oral portions of the test.

Changes in Programming - All four guide trainers report that the profession of guiding is changing and that there is a greater need than ever for guides to be better prepared for working in the wilds with persons who have less experience in the woods than the traditional hunters and fishermen and for broadening their professional skill sets for a much wider range of outdoor activities. Although one of the schools continues to focus principally on hunting and fishing, all of them teach recreational guiding and some additional professional skills in new content areas. Two of the schools, including the largest school in the state, report that general recreational guiding is the fastest growing segment of their programs and that they are constantly developing new programs and content to keep up with changes in the industry.

There is a growing demand for hands-on training in various skill areas such as canoeing, kayaking, camping and outdoor cooking. Customers are developing higher expectations of their guides to be multifaceted experts in a broader range of content areas rather than just being good fisherman or hunters. Other areas that are growing include rafting, snowmobiling, snowshoeing, nature tours, plant and wildlife identification, bike tours, and bird watching among many others.

All four of the schools are constantly developing new content for their training programs to help newer guides respond to the evolving market. Each guide commented on specific programs and program content that were under development, but on a confidential basis to avoid tipping off the competition. As has been noted in other parts of this report, there are guides not currently running training programs that also have courses under development.

None of the four school owners or managers were writing off the traditional hunting and fishing sports and all thought that there would continue to be good opportunities for guides to focus on hunting or fishing if that was their passion. However, two respondents thought that although these guides may have sufficient technical skills in their specialty, they could nonetheless likely benefit from additional training in the fundamentals of safety, first aid, and orienteering.

Despite their recognition of the expanding market for general and specialty recreational guides, they all had questions about the size of some of the markets and whether demand would grow to support guides in narrow specialties such as wildlife photography among others. They thought that many of these specialty niches might be best treated as add ons to canoeing, kayaking, camping, biking or hiking trips. This reinforces the need for all guides to have good fundamental skills in these fundamental content areas. There was a general consensus, however, that if guides had special expertise in some of the emerging nature-based content areas, they could successfully market these services.

There was some concern that recreation guides promoting a variety of new specialty skills may create difficulties for the traditional hunting and fishing guides who may come to be seen as being active in consumptive sports that have the potential for decreasing the amount of fish and wildlife available for the new non-consumptive, nature-based tourists. One teacher commented on a guide who was taking advance hunting training so that he could better serve his wildlife photography clients. This is representative of broader cultural change that is occurring throughout inland Maine and is not just an issue for the guiding industry. They are hopeful that the guides themselves will be able to work out this issues.

Areas for Improvement - Three of the schools see the need for additional training in a variety of safety and wilderness emergency service areas. The need is strongest for those guides who will be working with clients far from sources of medical assistance where they may be the only person in a group with any first aid or wilderness medicine skills. This was not so important for guides working in Southern Maine or near developed areas where medical assistance may be available, but there is an expectation that any guide should be able to deal effectively with a wide variety of emergencies. Three of the guides schools see the need to upgrade the professional standards of guides through tougher testing in the health and safety areas. The three commented that the national professional standards for outdoor guides exceed the minimum standards for licensing in Maine. One expressed concern that even licensed guides could be vulnerable to claims if they failed to have the skills that would normally be expected of a professional guide. One guide trainer, however, did not favor increasing the safety standards to require more than the existing licence requirements until there was more evidence that higher order skills were really required. In his opinion, there is little evidence that the activities undertaken in Maine warrant the guide having advanced

wilderness medicine skills and he was concerned that setting too high a standard when it was unnecessary could exclude some otherwise highly qualified and capable guides.

Importance of Interpersonal Skills - Somewhat surprisingly, all four guide trainers mentioned the importance of guides learning good interpersonal skills and developing the capacity to be very flexible in how they deal with people. Historically, some hunting and fishing guides had reputations for being quite irascible and that was okay as long as the client got fish and game. The emerging recreational market has much higher expectations for guides to be good teachers, be flexible in dealing with a wide variety of personalities, exercise clear thinking and good judgment when dealing with problems, and, of course, being able to “tell stories”. The latter characteristic has always been the hallmark of a good guide in any market, but the history of Maine guides as story tellers is widely known, respected and to a certain extent expected.

Intent to Become a Guide - The four schools thought that 80%-90% of the students enrolling in their licensing programs intended to go into professional guiding for either primary or secondary income at some point in their lives. In their opinion there were only a small number who took the licensing program just to “wear the patch” and have bragging rights among their friends. Students generally fall into one of three categories: (1) young persons wanting to improve their outdoor skills and get certified to work part time as an independent or employee guide, (2) persons of late middle age who are planning for a career change or a part-time retirement job, and (3) persons laid off from manufacturing jobs who are seeking an alternative income that will enable them to continue to live in an area they love and capitalize on their outdoor skills.

Pricing - All four bemoaned the low prices for guiding in Maine, but thought that prices were on the way up as a few guides take the lead and increase their prices. All four respondents explained their pricing for their own personal guiding. Two charge \$300/day, another \$275/day and the fourth \$225/day. Three of these are at the higher end of prices for inland guides in Maine, but still a bit below the national average of \$350-\$400/day. They offered a variety of reasons for the low prices, but generally concluded that there are too many guides who sell themselves short and are afraid to charge for the full value of the service they provide. One thought that the lower prices paid by sporting camps for affiliated guides, as low as \$100-\$150/day in some parts of Maine, but getting up to \$150-\$200/day in some areas, set the minimums for guide fees and that guides carried those prices over to their independent business. One thought that the large number of part-time guides who practice without insurance was keeping a lid on prices. Another thought that many guides are unwilling to charge more because they are unsure of the quality and quantity of the fish and game available. All concurred that guiding in Maine should be priced around \$300-\$350/day for a fully licensed and insured independent guide with quality equipment. Contract guides working for camps and outfitters would be priced commensurately lower. They did not think that a properly operating guide business with all of the licenses, insurances, and permits, paying for the depreciation on their equipment and properly marketing their businesses could profitably operate for less if guides valued their time and factored in their true costs.

Role for State of Maine - Collectively, the guide trainers saw two roles for the state of Maine in improving the guiding business. One was to continually monitor quality standards and upgrade the requirements where necessary to keep up with changes in the market. The other was for the state to help market the profession of guiding in its tourism and wildlife management marketing programs. They thought that the rich history of Registered Maine Guides could provide a competitive advantage for Maine’s marketing of outdoor sports and activities. At the same time, however, the state must ensure that the Registered Maine Guide patch continues to deserve its reputation. It was noted that the Department of Inland Fisheries and Wildlife sponsors a booth at many hunting, fishing and outdoor sports trade shows that might be better utilized to market guides. This would reflect the agency’s regulatory role and the guide’s responsibilities to help the agency implement fish and game laws, promote safety in the woods and help find lost persons.

Role for Professional Maine Guides Association - The general consensus was that the association does a decent job of promoting guiding and providing an opportunity for guides to describe their services on its web site. A couple thought that the association should consider doing more promotion at out of state retail trade shows. It is expensive for individual guides to attend these shows, but relatively cheap for guides to pay for promotion collectively through the association. The guide trainers expressed some concern about the internal politics of the association and its difficulties in trying to support guiding in general while also trying to be supportive of niches within the profession that are under attack from organizations opposed to consumptive sports. One trainer was

particularly concerned about the impact of bear hunting guides on the association that is making it difficult for the organization to respond to other changes in the industry. Because of their work with new entrants to the profession, many of whom are getting into the business because of the opportunities presented by nature-based outdoor activities, the trainers see a big need for the trade association to be more supportive of the changes in the market.

Attitude Toward the Future - All four were quite bullish on the future of guiding, although one thought that the future for hunting and fishing guides could become increasingly difficult because of the decline of the quality of fish and game, changing public attitudes about consumptive sports and increasing restrictions on access to wild lands and another also thought that changing attitudes about consumptive sports could have a significant impact on hunting guides. One also expressed a concern that if major resort developments were ever built in the north woods, they could change the market dramatically and reduce opportunities for guiding. All see a need for continued training for new and existing guides.

Draft Questions for the Sporting Camp Owner Interviews

Operations

What is your operating season?

Have you tried or considered expanding your season? *(Prompt: If they have expanded, query for the results.)*

What are the principal impediments to expanding your season?

Would you be willing to confidentially estimate your percentage occupancy during your season or year?

Has occupancy been increasing or decreasing over the past few years and what do you think are the reasons for the trend?

Sporting camps in the area offer a variety of meal plans including American, modified American, and housekeeping only. What do you see as the predominant trends in meal plans in the industry?

Facilities

How recently have you physically upgraded your facilities? What types of upgrades? *(Probe for information on the extent of upgrade.)* If you have not upgraded, why not?

Are there any regulatory impediments to upgrading your facilities? If so, would you describe?

Many sporting camps have physical facilities that might be considered rustic by some people not familiar with historic Maine camps and lodges. Does this present a serious impediment to attracting more upscale customers willing to pay higher rates?

Activities/Service Package

What are your core activities or services *(Prompt: fishing, hunting, boating, hiking, etc.)*?

Have you seen any interest by customers in different types of outdoor activities such as wildlife photography, plant identification, wild edibles hunting, etc. *(Prompt: If so, could you please name a few?)*

How do you currently respond to such requests?

There is reportedly a national and worldwide trend toward a broader range of experiential services that are sometimes referred to as “nature-based” tourism which includes activities far beyond the traditional hunting and fishing sports upon which the inland Maine tourism industry and sporting camps were originally built.

Have you considered trying to develop some of these nature based activities and services? *(Prompt with some examples: nature photography, foraging for edible plants, etc., if necessary)*

What is your opinion of developing these new nature-based activities in Maine?

Is there a role for the sporting camps in these emerging nature-based activities?

Customer Profile

How would you describe the current customer profile of your sporting camp? *(Prompts: Groups of hunting/fishing sportsmen? Families with young children? Couples or couples groups without children? Other?)*

From what part of the country do the majority of your customers come from?

What could be done to attract customers from further away than Maine's traditional Northeast US market?

(For those responding with principally "hunting/fishing sportsmen"), Are you interested in expanding your customer base beyond the traditional fishing and hunting sports?

Prices

A review of sporting camp prices indicates that Maine prices are quite modest with respect to other US markets. What do you think are some of the reasons for this?

What could be done to attract a higher paying customers to traditional Maine sporting camps?

Guides

Do you provide guide services with either staff or independent guides? If so, for what types of services?
(Interviewer should know if the owner is a Registered Maine Guide.)

(If they work with independent guides) How many independent guides do you work with?

Can you estimate approximately how many days worth of guide services your guests collectively purchase in a year from you or independent guides?

Are there guided experiences requested by customers that are not being met by current guides in your area? If so, please describe.

The prices for Registered Maine Guides appear considerably lower than for many other US markets where fishing guides with boat and motor, for example, can be as high as \$350 to \$400 per day. Why do you think Maine guiding rates are so low?

Have guides have been responding to the market for expanded service experiences requested by customers or that you are trying to develop as a camp owner? If not, what could be done to broaden the service packages provided by Maine guides?

Is there a role for the sporting camp owner to play in developing and marketing expanded service packages for guides?

Marketing

What are your principal marketing methods? *(Prompts: Internet, printed brochure in Maine Information Bureaus, print advertising, retail outdoor trade shows, etc.)*

Do you attend any retail outdoor trade shows? If so, where?

Could you estimate the percentage of your annual business that is repeat business?

What could the State of Maine do to improve its marketing of the sporting camp industry in general?

What could the state do to help sporting camps tap into these emerging nature-based markets?

Maine Sporting Camp Association

You are *(or are not)* a member of the Maine Sporting Camp Association.

What could the Maine Sporting Camp Association do to improve its marketing of the sporting camp industry?

What could be done to increase the awareness of the sporting camp industry and its needs to the State of Maine?

Final Comments

Do you have any additional comments on the future of the sporting camp industry?

Questions for Interviews with Registered Maine Guides

Operations

Do you provide guiding services full or part time?

On average, approximately, how many full days equivalent of compensated guiding services do you provide per year?

What is your primary guiding season?

Have you tried or considered expanding your season? *(Prompt: If they have expanded, query for the results.)*

What are the principal impediments to expanding your season?

Do you outfit trips that extend for more than one day *(e.g. Provide equipment, meals and guiding services as part of a total package for a fixed fee)*?

Have you had any problems with obtaining insurance for your guiding?

How many years have you been providing professional guiding services in Maine at your approximate current level?

Customer Profile

What is the principal outdoor activity that your customers are interested in? *(Prompts: hunters fishermen, hikers, canoeists, etc.)*

Have you seen any changes in the types of services requested during the past few years? *(If so, please explain.)*

From what part of the country do the majority of your customers come from?

What could be done to attract customers from further away than Maine's traditional Northeast US market?

Facilities

Do you own any camps, lodges or other facilities available for rent to your guiding clients?

Do you have any relationships with the owners of lodges or sporting camps that provide you with referrals or to whom you provide referrals for lodging? *(If so, how many and is it a satisfactory relationship?)*

Is there an opportunity for guides and sporting camp and lodge owners to work together to promote additional business?

Activities/Service Package

What do you consider to be your core activities or services *(Prompt: fishing, hunting, hiking, camping, etc.)*?

What do you generally provide for equipment as part of your guiding? *(Prompt for boats, fishing/hunting equipment, camping equipment, etc.)*

Are there guided experiences requested by customers that are not being met by current guides in your area? *(If so, please describe.)*

There is reportedly a national and worldwide trend toward a broader range of experiential services that are sometimes referred to as "nature-based" tourism which includes activities far beyond the traditional hunting and

fishing sports.

Have you considered trying to develop some of these nature based activities and services? *(Prompt with some examples: nature photography, foraging for edible plants, etc., if necessary)*

What is your opinion of developing these new nature-based activities in Maine?

Is there a role for Registered Maine Guides in these emerging nature-based activities?

What could be done to broaden the service packages provided by Maine guides?

Is there a role for the sporting camps and lodges to play in developing and marketing expanded service packages for guides?

Prices

A review of prices for Registered Maine Guides indicates that Maine prices are quite modest with respect to the prices for guides in other US markets. What do you think are some of the reasons for this?

What could be done increase prices for guides?

Marketing

What are your principal marketing methods? *(Prompts: Internet, printed brochure in Maine Information Bureaus, print advertising, retail outdoor trade shows, etc.)*

Could you estimate the percentage of your annual business that is repeat business?

Do you attend any retail outdoor trade shows? If so, where?

What do you think of the Internet as a method of marketing the services of Registered Maine guides? *(Do they have an Internet site, and if so, how is it working?)*

Have you considered participating in Maine Guides Online? *(If not, why not)*

What could the State of Maine do to improve its marketing of the professional guide industry in general?

Maine Professional Guides Association

What could the Maine Professional Guides Association do to improve its marketing of the services of professional guides?

Final Comments

What do you see for the future of the guiding business in Maine?

Questions for Interviews with Registered Maine Guide Schools

Operations

How many courses do you conduct in an average year?

On average, approximately, how many students do you train per year?

Does your program specialize in any particular type of guiding (e.g. hunting, fishing, recreation, etc.

Many guides have complained about the availability and cost of insurance. What can the guide schools do to help lower the cost of insurance, if anything?

How many years have you been operating your guide training program?

Customer Profile

What is the principal skill sets that your students *(Prompts: hunting/fishing skill, business skills, emergency services, new types of nature based services?)*

Have you seen any changes in the types of services requested during the past few years? *(If so, please explain.)*

Could you estimate the percentage of students who intend to go into professional guiding full or part time as opposed to those who are seeking the credential “Professional Maine Guide” for other reasons?

Guides’ Typical Activities/Service Package

Are there guided experiences requested by customers that are not being met by current guides in your area? *(If so, please describe.)*

There is reportedly a national and worldwide trend toward a broader range of experiential services that are sometimes referred to as “nature-based” tourism which includes activities far beyond the traditional hunting and fishing sports.

Have you considered trying to develop training programs for nature based activities and services? *(Prompt with some examples: nature photography, foraging for edible plants, etc., if necessary)*

What is your opinion of developing these new nature-based activities in Maine?

Is there a role for Registered Maine Guides in these emerging nature-based activities?

What do you think of the current requirements for the knowledge level of guides regarding emergency services and wilderness medicine?

Prices

A review of prices for Registered Maine Guides indicates that Maine prices are quite modest with respect to the prices for guides in other US markets. What do you think are some of the reasons for this?

What could be done increase prices for guides?

State of Maine

What could the State of Maine do to improve its marketing of the professional guide industry in general?

Maine Professional Guides Association

What could the Maine Professional Guides Association do to improve its marketing of the services of professional guides?

Final Comments

What do you see for the future of the guiding business in Maine?

Section 1

Appendix J

Maine Woods Tourism Training Initiative Sustainability Plan



Maine Woods Tourism Training Initiative Sustainability Plan

Project of the Maine Woods Consortium

October 2010

**Funding for the Maine Woods Tourism Training Initiative was provided by
USDA Rural Development and the Betterment Fund.**

Executive Summary

Over the past year, the Maine Woods Tourism Training Initiative (MWTTI) experimented with a network approach to organize and deliver on-the-ground training for tourism businesses in three Maine Woods counties. The purpose of this plan is to explore ways, based on this experience, to meet the training needs of tourism businesses into the future, especially the needs of the small businesses that dominate the industry in the region.

Aspects of hospitality training are offered in the region by educational institutions, business assistance organizations and private contractors, but with very little coordination and communication among the entities. The current system lacks the depth, continuity and flexibility necessary to improve the quality of the visitor experience and ultimately make Maine Woods small businesses more prosperous.

MWTTI is a project of the Maine Woods Consortium. During the first year of the program, local economic development organizations in the three pilot counties functioned as the county leads with guidance from a Maine Woods level planning team. The county leads conducted needs assessments to determine training needs, formed local training networks with public and private partners, developed training plans to meet high priority needs, and worked with the county networks to deliver workshops and develop other training opportunities. The Maine Woods level planning team is currently discussing the building of a basic customer service training to be offered online.

The chart below offers a summary of possible training topics and modes of delivery based on the needs assessment results, post-training input from attendees and employers, and planning team discussions.

Audience	Topic	Workshop	Asynchronous Online	Synchronous Online	DVD
Frontline	Basic Customer Service	X	X	X	X
	Advanced Customer Service	X	X	X	X
	Upselling	X	X		
	Regional Destination Training	X			
	Interpretation	X			
Owners & Managers	Customer Service - Managing for Service Excellence	X	X		
	Training Program Development	X		X	
	Tourism Marketing	X	X		
	Specific Marketing Product Development	X		X	

Several organizational approaches for sustaining tourism training in the Maine Woods have been discussed. Each has advantages and disadvantages. No single source of funding has been identified that can sustain ongoing training; instead a combination of funds from several sources will be needed.

This first year has built our understanding of training desired by businesses. On the other hand, we have yet to determine what level of service visitors might deem necessary to view a Maine Woods experience as positive and worth repeating, thereby increasing our market share.

Sustainability Plan

Introduction

Over the past year, the Maine Woods Tourism Training Initiative applied a network approach to organize and deliver on-the-ground training for tourism businesses in three Maine Woods counties. The purpose of this plan is to explore sustainable ways to continue meeting the training needs of tourism businesses.

The sustainability plan is organized by the following sections:

- Current Situation: Overview of current tourism training in Maine;
- Initiative Background: Summary of the Maine Woods Consortium's Tourism Training Initiative;
- Core Training Components: Outline of important topics per audience and mode of delivery;
- Cost: Synopsis of training costs per delivery mode;
- Funding: Summation of possible funding streams;
- Design Options: Framework of four program designs including pros and cons.

Current Situation

The tourism industry in the Maine Woods, as in the rest of the state, is dominated by small businesses. In Maine, there is a total of 3,982 accommodation and food service businesses, and 2,533 of those businesses employ fewer than 10 people.¹ In the Maine Woods, the proportion of small businesses is probably higher.

In our experience designing and implementing the Maine Woods Tourism Training Initiative (MWTTI), we have found that small businesses face unique challenges that hinder their ability to participate in training. Unlike their larger counterparts, small businesses rarely have a yearly training budget. Costly trainings force a small business to pull money away from other essential business functions which makes training a low priority. Geographic challenges specific to rural areas make one centrally located training inaccessible. The end results are frontline employees that lack skills intended to enhance the visitor experience and encourage return visits, and management struggling to improve their business model and bottom line without the tools and knowledge necessary to be effective.

Maine as a whole lacks an organized system to deliver training to tourism business owners and their employees in rural areas. Aspects of hospitality training are offered by educational institutions, business assistance organizations and private contractors but with very little coordination and communication among the entities. The current system lacks the depth, continuity and flexibility necessary to improve the quality of the visitor experience and ultimately make small businesses more prosperous.

Initiative Background

The Maine Woods Tourism Training Initiative is a project of the Maine Woods Consortium. The Maine Woods Consortium (MWC) is an open association of non-profits, businesses and government agencies dedicated to advancing a "triple bottom line" approach (economy, environment, community) to development and conservation in the Maine Woods region. MWC members represent organizations working in the "rim counties" of Maine. These counties share a common history of economic challenges in addition to sharing a cultural and natural resource base fueling growth in the tourism sector.

¹U.S. Census Bureau, 2007. *County Business Patterns*. <http://censtats.census.gov/cgi-bin/cbpnaic/cbpdetl.pl>

MWC's awareness of gaps in tourism training comes from its oversight of two prototypes testing new approaches to rural tourism development in the Maine Woods region. Businesses involved in both prototypes expressed frustration with a lack of training opportunities and cited variations in service quality at local businesses as a barrier to collaborative product development. Responding to this identified need, MWC chose to invest tourism development money it had received from the Betterment Fund and additional funding from the U.S. Department of Agriculture Rural Development to support on-the-ground training executed by training networks in three pilot counties.

In each of the pilot counties, a local economic development organization functioned as the county lead. To provide cohesion and guidance, a Maine Woods level planning team was formed that included the county leads and representatives of the Maine Office of Tourism and the Maine Center for Tourism Research and Outreach (CenTRO). Each pilot county conducted a needs assessment to determine high priority training needs, preferred modes of delivery, and timing. Based on needs assessments, county leads formed local training networks that generally included: chambers of commerce, business assistance organizations, community colleges, University of Maine – Cooperative Extension, adult education, and businesses. The county networks created training plans to meet high priority needs and worked together to deliver workshops and develop other training opportunities.

To gain greater alignment among state level training partners, the Maine Woods level planning team organized a meeting with representatives of: the Maine Office of Business Development, Maine Office of Tourism, Maine Small Business Development Centers, Women's Business Centers at CEI, Cooperative Extension at the University of Maine, CenTRO, Community College System, and Local Workforce Investment Boards. Participants discussed core competencies, realizing opportunities to weave together their services resulting in a multi-modal training system void of new organizational layers. The group agreed to continue discussing alignment of services at the state level while the county level training networks worked with respective partner organizations' resources and staff to deliver direct services to businesses.

County networks sponsored a total of ten trainings this spring engaging approximately ninety participants. All three pilot counties addressed customer service training needs through different delivery modes and partnerships. To build local training capacity, the Washington County network offered a train-the-trainer session for regional destination training. The Maine Woods level planning team is currently discussing the building of a basic customer service training to be offered online.

NOTE: Awareness of MWTTI among statewide trade associations is limited. Presentations should be made to these associations with the goal of integrating them into the state partners group. Potential additions include: Maine Tourism Association, Maine Innkeepers Association, Maine Restaurant Association, Ski Maine, Maine Merchants Association, and Maine Campground Owners Association.

Core Training Components

The following components are derived from the needs assessment results, post-training input from attendees and employers, and planning team discussions.

Frontline Workers

Visitor expectations for service quality - and propensity to share when expectations are not met through new social media formats - require frontline employees well-trained in both basic and advanced customer service. Currently, only 37% of the 168 Maine Woods needs assessment respondents are training their frontline employees. Frontline workers are considered a critical audience for training because of their direct interaction with the customer and because these trainings are appropriate for both businesses with

employees and the smaller, owner-operator businesses. Below are suggested training topics with definitions created by the planning team and a brief rationale for each topic.

Basic Customer Service

- Definition: Defining good service, discussing key communications issues, and learning how to build positive relationships with customers.
- Rationale: 76% of businesses surveyed think that basic customer service skills are important to the success of their business. In post training business interviews, 4 of the 6 interviewees wanted county-wide training to continue addressing this specific need.

Advanced Customer Service

- Definition: Appropriately responding to challenging customers and understanding cultural sensitivities.
- Rationale: 63% of businesses surveyed think advanced customer service skills are important to the success of their business. 3 of 16 Franklin County customer service training attendees suggested dealing with difficult customers and conversations as an additional training topic of interest.

Interpretation Skills

- Definition: Sharing the local history and culture with visitors to enhance their experience.
- Rationale: Ranked 3rd in importance on the needs assessment. 9 of the 11 frontline employees that participated in the needs assessment ranked interpretation skills as somewhat important or important to success of their employer's business.

Regional Destination Training

- Definition: Educating visitors about interesting and fun activities to encourage them to spend more time and money locally.
- Rationale: Ranked 4th in importance in the needs assessment results. 2 businesses interviewed specifically expressed concern about frontline employee's lack of knowledge regarding regional activities and its negative impact on the visitor's experience and total expenditures.

Upselling

- Definition: Encouraging visitors to purchase additional products or upgrade their current products to increase profits.
- Rationale: Tied with Regional Destination Training and Computer Skills as the 4th most important topic. The upselling workshop had the most attendees in the spring of 2010 signaling a greater perceived value by businesses.

Business Owners and Managers

Less than 25% of the 168 businesses that participated in the needs assessment are offering professional development training to their managers. Preliminary results from the training evaluations indicate that 5 of the 11 businesses owners and managers that answered the workshop evaluation questions have attended training, 3 of those trainings occurring prior to 2008. Below are suggested training topics with definitions created by the planning team and a brief rationale.

Customer Service

- Definition: Improving and enhancing the level of customer satisfaction experienced at your business.
- Rationale: Rated as important to the success of their business by approximately 85% of businesses surveyed. From this description, a customer service for management program was tested in the prototype areas. Feedback suggests that this topic was relevant to the attending businesses and that they would recommend this training to others.

Training Program Development

- Definition: Teaching managers and owners how to develop and implement their own training plans. Note - This definition was not developed by the planning team as part of the needs assessment.
- Rationale: One training participant and business interviewed suggested this training as a way to overcome the cost and time barriers to training. When asked about People Management as a training topic, managers and owners ranked it as less important. In contrast, 7 of the 11 frontline employees that participated in the needs assessment felt that their managers/employers would benefit from People Management training.

Marketing and Sales

- Definition: Effectively selling your tourism products by conducting market analysis, creating a plan and using various media outlets.
- Rationale: 71% of needs assessment respondents felt that this topic was important to the success of their business making it the second most important management topic. 3 workshop attendees that filled out workshop evaluations specifically requested marketing training.

Specific Marketing Product Development

- Definition: Hands-on training focused on specific marketing products such as brochure or website development. Note - This definition was not developed by the planning team as part of the needs assessment.
- Rationale: Feedback from businesses and planning team conversations indicate that businesses are more likely to participate in a product specific training. Planning team members have suggested interactive components such as peer or expert review of their marketing materials. 1 business that participated in a post-training interview requested this type of training.

Training Delivery

Conversations at meetings of both state level partners and Maine Woods planning team members indicate that in order to reach small businesses and impact tourism outcomes, trainings should be offered in several modes of delivery.

DVD

Businesses that participated in the needs assessment indicated that self-learning DVDs are a desirable format for training both frontline workers (52%) and management (61%). Two of the local networks discussed the creation of a customer service DVD for frontline employees. They believe that DVD training would help overcome the distance, cost, and timing barriers to training. The DVD would ideally be free of copyright restrictions allowing for widespread distribution for little cost. Businesses could reuse the DVD each year when hiring new staff and for re-educating current staff.

The use of DVDs for workforce training presents several challenges. DVDs have a short lifespan since they cannot be easily updated or revised, thus limiting which topics can be taught through this delivery mode. Learning results are more dependent on the employer's effectiveness as a trainer than is the case in a workshop format. The employer needs to convey importance of topic and follow-up with the employee to measure impact.

Online Training

Online training is desirable to some of the businesses that participated in the needs assessment for both frontline workers (47%) and management (52%). Similar to a DVD, online training can overcome the distance, cost and timing barriers for rural businesses. There are two types of online training, asynchronous training is self-paced and synchronous training is facilitated. State level partner conversations suggest that making training available in both formats is ideal.

Recent research put out by the US Department of Education indicates that students participating in online training learned as much, if not more, than students in a classroom setting. This research should be tempered with anecdotal evidence from conversations with planning team members cautioning that online learning results are impacted by the ability and experience level of the learner. This is important when talking about workforce training because a large number of frontline employees may lack previous exposure to online training.

It is important to remember that rural Maine faces unique technology challenges. Familiarity with technology is impacted by access to high-speed internet. Large parts of rural Maine still have dial-up internet only. Although some online training programs will run on dial-up, conversations suggest that the experience is frustrating and counterproductive without high-speed.

Workshops

Half-day workshops for training ranked as the most desirable form of delivery in the assessment for both frontline (64%) and management (68%). A shorter, 90-minute workshop presentation also ranked high. Workshop timing is different in each pilot county, making the case for a county specific training plan. Planning team conversations indicate that in order to reach the audience, workshops should be held in multiple locations to overcome rural Maine's geographic barriers.

Discussions in the county networks and some evaluation results imply that using the network approach for workshops can result in variations of trainer effectiveness. Consultants and professional trainers coming from an educational background may have more experience and skill teaching adult learners.

Contractors can be used to build local training capacity to offer workshops. Washington County hired a contractor to hold a train-the-trainer session for regional destination training. There are now 6 trainers in Washington County able to offer this training. When there is a gap in the local knowledge base, public and private grant funds can be sought out to fill those gaps.

Summary

The chart below offers a summary of suggested training topics and modes of delivery.

Audience	Topic	Workshop	Asynchronous Online	Synchronous Online	DVD
Frontline	Basic Customer Service	X	X	X	X
	Advanced Customer Service	X	X	X	X
	Upselling	X	X		
	Regional Destination Training	X			
	Interpretation	X			
Owners & Managers	Customer Service - Managing for Service Excellence	X	X		
	Training Program Development	X		X	
	Tourism Marketing	X	X		
	Specific Marketing Product Development	X		X	

NOTE: Beyond meeting the immediate needs outlined above, it is important that partner organizations work together to identify and build career paths for workers that incorporate the elements necessary for long term growth of the industry. This system should allow both current frontline workers to progress up the career ladder towards higher paying jobs and educate the next generation of management about the topics deemed important for Maine. These needs are interconnected and in an ideal situation, workforce training participants would be building transferable college credits when they participate in each of the trainings. This process will be in-depth and time consuming but has far reaching quality of life implications for workers. Grant funds should be sought for the development of this career path.

Cost

Training Delivery

The figures below are approximate costs based on conversations with businesses and partner organizations.

DVD

- Development: \$18,000 for 30 minutes
- Reproduction: \$300 for 100 copies
- Total Cost: \$18,300

Online Training

- Development: \$9,000 for one 30 minute module
- Hosting and Software: Wide variation in cost
- Total Cost: \$9,000 plus hosting and software

Workshop

- Organizing: \$500
- Marketing: \$350
- Sundry Costs: \$200

- Contractor for Training: \$1,800 for 4 hours
- Total Cost for Contractor Training: \$2,850

- Partner Organization for Training: \$200
- Total Cost for Partner Organization Training: \$1,250

Marketing

The lack of a consistent and thorough marketing effort emphasizing the benefits of training will result in very little use of training resources. Since businesses get their information from so many different outlets, it is best to use several for promotion including email blasts, mailings, press releases, event calendars, and print/online newspaper coverage. Recent trainings that relied on email promotion to drive turnout had fewer attendees than did those that used both print and online advertising and direct business contact. Lead time is also important; ideally marketing would begin two months before the actual training to allow enough time for several mentions in eNewsletters, email blasts, and local meetings.

Conversations with businesses that attended or sent employees to training suggest that the best marketing tool for training is business-to-business (peer-to-peer) communications. Building a critical mass of businesses that utilize the training and function as training ambassadors will help with this form of marketing. Another option is to find existing forums for this type of communication like chamber or rotary events and promote the trainings there.

Using existing networks for marketing is effective and low cost. There are several trade associations in Maine like the Maine Innkeepers Association and the Maine Tourism Association that could assist with training marketing by including it in newsletters and email updates to their members.

Coordination

Regional coordination is important to the long-term success of tourism training. Moving the Maine Woods region towards a higher standard of service quality and improved tourism outcomes requires far reaching vision, input from a wide variety of stakeholders, and leadership capable of breaking through existing organizational silos. Creating one place for all the voices to be heard and consensus reached allows for participation by state partners, organizations, and businesses unable to attend frequent, local meetings.

Synthesis of lessons learned, concepts tested, and successful outcomes requires regional perspective engaged in the local work but focused on regional outcomes. The information gleaned from these experiences can improve future training on a regional scale and prevent waste of resources. On several occasions, members of the planning team expressed the value in the sharing of information between state and county level members.

Opportunities for collaboration and cost-sharing are easily overlooked by those focused on one specific county or area. Regional oversight surfaces these opportunities. Building the collaborative relationships and facilitating conversations can require leadership not held within a specific silo or mindset.

Funding

A limited amount of funding can come from workshop registration fees. The reality of what businesses are willing to pay for workshop training has a major impact on potential revenues for training. For example, frontline customer service trainings in Franklin County with a \$10 registration fee had a bigger turnout than those in Washington County with a \$15 fee. This may be due to composition of businesses or timing. Further testing is needed to determine the price break point for businesses. For the purpose of this plan, it appears that businesses are comfortable paying between \$10-\$15 per person for a 4-hour training. At \$15, a workshop with 15 attendees will bring in \$225.

The Maine Tourism Marketing Partnership Program may be a possible source of a small amount of funding for training. In the regional grant guidelines, Hospitality and Technical Assistance Training is listed as an approved use of funds. A grant request could be submitted each year to the regional council by an organizing entity to cover direct training expenses. This funding is not guaranteed and depends on the regional council's level of interest in the program and the amount of other cooperative projects requesting funding at that time.

Three pools of funds that have the potential to assist with costs but are not currently configured to do so are Maine Quality Center (MQC) funding at the community colleges, the Governor's Training Initiative (GTI) and the Local Workforce Investment Boards (LWIB). Both the MQC and GTI funds are meant for business either moving to or expanding in Maine. They do not currently support training for business retention. The other challenge is that businesses would need to apply for the training funds. Conversations suggest that the business requirements may be too stringent for many rural small businesses in the Maine Woods.

Local Workforce Investment Boards (LWIB) funding opportunities are difficult to navigate. They are a logical partner and have access to US Department of Labor funds. Administration funds have a little more flexibility and some LWIBs may be willing to use some of these funds for trainer travel and expenses.

Direct training funds are allocated into personal training accounts for people working with the local CareerCenters. These funds are used to reimburse service providers for training these individuals.

Design Options

There are several approaches for sustaining tourism training in the future that fall under either state level or local control. Four potential designs are explored below. Keeping in mind that the primary focus of the Maine Woods Consortium is development within Maine's "rim counties," each approach has advantages and disadvantages.

State Level Collaborative

There are four key state level partners that could potentially meet the critical tourism training needs of the Maine Woods region by working collaboratively and incorporating specific topics into each of their training plans: Maine Small Business Development Centers (SBDC), the Women's Business Center (WBC) at CEI, University of Maine Cooperative Extension, and the Community College System. If each organization agreed to offer workshop training or develop online training on topics that align with their respective missions, then the Maine Woods need could be met without adding additional organizations or layers to the system.

Using this approach, state partners might meet yearly along with representatives of potential sources of training funding including the LWIBs and state level funding organizations, and with representatives from the Maine Woods Consortium. Coordination of this meeting could fall under several statewide organizations, the Maine Center for Tourism Research and Outreach being the most logical. The time commitment would be minimal, arranging a face-to-face meeting once or twice a year for the partners to discuss opportunities for collaboration, shifts in mission that can impact their roles, and strategize about meeting new needs. Communication between Maine Woods regional representatives and state partners could occur throughout the year via email or conference call.

Pros: This approach is the most cost effective since it leverages partners' existing trainers, materials, and capacity. All of the partner organizations have access to different funding streams that can be used to develop additional curriculum and delivery mechanisms. Another benefit to this approach is weaving together the resources of several state level organizations by focusing their assets on the needs of the regional tourism industry. After time to fine-tune, this collaborative could be a prototype for future working relationships for supporting tourism in other parts of Maine and even around other important sectors of the Maine economy.

Cons: This approach places most of the control at the state level. The current momentum for tourism training in the Maine Woods region came from local organizations and businesses. A state level focus presents a risk of losing buy-in at the local level. There is also an uneven distribution of services housed within each county that makes this approach workable only in certain counties.

All of these state level organizations have numerous priorities requiring their constant attention. The level of priority for a regional program can sometimes be limited by outside forces such as funding streams and administration changes. This makes a consistent focus on tourism training within a particular region vulnerable.

Tourism Regions

There are eight officially designated tourism regions in Maine. Each region receives funding from the Maine Office of Tourism through the Maine Tourism Marketing Partnership Program (MTMPP) to be used for "the creation and implementation of programs designed to stimulate and expand the travel industry within Maine's tourism regions." The regions each have representation on the Tourism

Commission and a grant manager housed at a local or regional organization directly involved with the tourism industry.

This past year, two tourism regions in the Maine Woods used a portion of their funds to offer product development training. The tourism regions could continue down this path and function as the organizing entity for tourism training. Each region would need to decide on a core list of trainings for owners/managers and frontline employees they deem necessary to improve their tourism outcomes. This could be built into the yearly MTMPP grant request. The regional representative or grant manager could organize a yearly meeting to determine if there are any additional topics that should be addressed before the MTMPP grant is submitted. Tourism region staff would then work with the local training resources to organize the training, developing local or regional training networks much as the county level leads have done this past year.

Pros: The board makeup varies for each tourism region but it typically includes chambers of commerce, convention and visitors bureaus, economic development organizations, and local businesses. The combination of these members offers valuable insight into training needs and current on-the-ground challenges. The regions are not held to membership requirements; all businesses can list their site on the tourism region's website and engage with the council.

Cons: Grant managers are paid part-time to function in this role, adding the organization of training on to the existing priorities may make capacity an issue.

Similar to the state level collaborative, this approach risks losing buy-in from local stakeholders. Some businesses are familiar with their tourism regional representatives but it is unclear what percentage of businesses in the Maine Woods are connected to it. It would be important to find a way to keep local input driving the training offerings.

Because the tourism regions are configured in a manner that does not entirely conform to the Maine Woods region, future focus on certification and branding based on Maine Woods standards for product delivery could be difficult.

Local County Lead

The county level economic development organizations are a logical organizing entity to continue supporting their local training networks. These organizations have a long-term view of the county's economic future with an awareness of potential for growth and an understanding of weaknesses. Their varied interests and visibility within the community gives them the access and support of a diverse group of stakeholders.

Each county network can define a core list of trainings for owners/managers and frontline employees they deem necessary to improve their tourism outcomes. The county lead can then follow-up with each of the training resources to work out final training details such as time, location, and promotion. When there is not a local resource able to deliver the training, grant funds can be sought out to hire a contractor to build local capacity through train-the-trainer workshops or training product development.

Pros: The biggest benefit to this scenario is that control of the training stays local (county level) and is more nimble to meet business needs in regards to timing, cost, and training topics. The counties in the Maine Woods each have a unique composition of local resources, and some lack services located within their county. The makeup of the businesses is also very different - Franklin County has more big businesses that employ many frontline employees; Piscataquis County is mostly owner operators. This impacts training audience, topic, timing, and mode of delivery. This approach encourages a customized training program that remains flexible.

Cons: The biggest drawback to this scenario is on-going cost. Using a local economic development organization as the organizing entity requires yearly funding for management of the network. Although some would say this work should be done as part of the normal operations of these organizations, current experience shows that a small amount of yearly funding is necessary. The amount of funding depends greatly on the individual organization's overhead and fringe costs making it vary widely across the Maine Woods region.

Organizational focus areas can be intertwined with funding sources. Shifts in the priorities of both public and private funding sources impacts the longevity of any initiative dependent on these funding streams. Most local economic development organizations fundraise yearly making them particularly susceptible.

The smaller economic development organizations struggle with capacity issues. Their attention and expertise is pulled in many directions as they work to improve the economic future of their counties. The makeup of their boards also drives their focus with some boards passionate about growing the tourism industry and other boards looking for more conventional forms of economic development. This makes a long-term focus on tourism training vulnerable.

Without regional coordination, the county lead approach risks losing consistency in program and message. If each county develops its own training curriculum and content independent of other Maine Woods counties, it will erode uniform standards of service quality intended to provide a consistent visitor experience.

Local Chambers of Commerce

Training organization could be handled by local chambers of commerce. These organizations have the most direct relationship with businesses. Their members are already engaged and see value in participating in chamber programs.

The local chamber could organize two meetings a year to determine the training priorities and plan for the upcoming year. Chamber staff could work with local training resources to determine who can handle which topic. Some chamber directors are adept at training themselves and would be able to offer some of the workshops. When looking to offer training in a different mode of delivery than a workshop, the Maine Association of Chamber of Commerce Executives may be able to facilitate a conversation among all directors to see if the need is widespread and strategize ways to raise the money to develop the training.

Pros: There are several benefits of chamber management of the local training network. Chambers have their finger on the pulse of the local business community and can therefore anticipate training needs. A closer knitting of all the local resources would be of great value to a director looking to inform their members about opportunities for education and development.

Some local chambers are struggling to demonstrate their value to businesses. This would add to their repertoire of offerings and also increase their exposure to new businesses. Workshops could have a chamber member price and then a reasonable non-member price.

Cons: Similar to the county lead approach, the local chamber approach is costly and faces capacity challenges. Many chamber directors in the Maine Woods are part-time and struggle with an overwhelming workload. Not all chamber directors are adept at training or view training as an important part of improving the tourism outcomes in their area. For those that do see the value in training, a small amount of funding would be needed to pay for their time organizing training. Since they are a membership organization, they are not eligible for many public and private sources of funding. On the

other hand, if training is successful and of value to the businesses, revenues from training and increased membership could make this cost only necessary in the formative years.

The level of priority placed on tourism depends on the makeup of the business community, chamber membership, and board of directors. This makes a long-term focus on tourism training vulnerable.

NOTE: There is the possibility of joint leadership within the local designs that could address funding issues and capacity challenges. For example, a partnership between the tourism region, county level economic development organization, and chambers of commerce could yield a cost-effective and sustainable way to organize and fund training.

Long Term Vision

The Maine Woods Tourism Training Initiative represents a first step towards moving the Maine Woods region towards improved tourism outcomes, specifically better paying jobs and a larger share of the visitor market. This past year has begun conversation about training desired by businesses but has not yet addressed the larger question of the level of workforce expertise and skill necessary to reach the larger goal. What the businesses want is somewhat clear; what the visitor deems necessary to view a Maine Woods experience as positive and worth repeating is still very unclear.

Exploring business's interest in a certification program focused on service standards is a logical next step. There have been conversation about this and some successes shared from the Environmental Leaders Program. But Maine Woods businesses have not been engaged in the discussion of a tourism specific certification program. Certification is only worth pursuing if businesses are interested and the market places value on it.

Section 2

Tourism Itinerary Development Process and Template

Section 2

A

Steps in the Development Process

Steps in the Tourism Itinerary (Product) Development Process

Steps in the Tourism Itinerary (Product) Development Process

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1. Delineate the Boundaries of the Study Area

In accordance with Fermata recommendations, it is critical to determine a geographic area that makes sense from both a practical and political viewpoint. This takes time and thoughtfulness to insure long-term regional support for the itinerary. Is this a loop or a linear tour? Is it a one day or multi-day tour? Does the proposed tour offer a wide variety of experiences to a broad spectrum of potential visitors? Many questions need to be asked and answered at this stage among the working group.

2. Inventory

The inventory step is a review of all prior inventory work to establish a current baseline of information. The inventory should include natural resources, cultural and historic resources as well as all businesses and infrastructure that exist to support any visitor experience. Much will remain the same as in previous inventories, but some things will be different. Taking this critical step saves time in the long run. The group will refer back to this information frequently in planning. See also “Criteria for Readiness” Section 2 B.

3. Assessment using Fermata’s Applied Site Assessment Protocol’s (ASAP) Numeric Scale of Assessment Values

At least three trained site assessors should visit and assess each site individually. The assessors then pool their numeric values for an average. In follow-up meetings, all assessors should review each numeric value to come to complete consensus on the assessment values and priorities before the information is taken to committee. Sometimes in conversation, these values change. See Appendices 1 and 11.

4. Assessment & Evaluation Notations

Site assessment requires a complete understanding of the physical lay-out and the approach to each potential site. This detailed information must be recorded to avoid the necessity of return site visits. Each assessor makes detailed notations regarding each of the following categories: access/permission, parking, signage, mitigation requirements, hygiene, other health & safety concerns, capacity and carrying capacity, maintenance & cleanliness, proximity to community services, regulatory issues, need for interpretive materials, and other comments. The assessors collaborate on these notes to be certain the results are completely fair and unbiased. Put these notes in a database and share with the committee for feedback and any additional information. This collaborative process often brings out more important points. See Appendix 2.

5. Phone Interviews with Site Managers/Owners

Phone conversations with site owners/managers are for the purpose of determining management’s willingness to work with the process and to gain insider details regarding the site, the operation and the

views of management. If there are brochures or websites in place, that information is useful. The form in Appendix 3 can be used as a basis for individual phone interviews with site managers.

(Note: Many managers work seasonally and can be difficult to locate. This step takes considerable time.)

The interviews will produce in-depth information that will help in writing actual site descriptions for marketing purposes. The interviews may also reveal that there is another supervisor, owner, or manager who will have to review documents and sign the final permission for marketing the site. This step takes great patience and persistence. See Appendix 3.

6. Final Itinerary Site Selection

Select the key natural assets most ready to be included on an itinerary with the least amount of infrastructural work and upgrades necessary to constitute your initial tour. This conversation may span several meetings. Committee members should agree upon a list of initial working sites, though the list still may change as the process proceeds.

An important thing for committee members to understand is that other sites are not eliminated at this point, but rather set aside for future consideration and addition to the itinerary at a later date, when they are fully prepared for inclusion. Some sites require obtaining grant assistance for specific improvements in order to bring them to the standards required.

7. Signage Evaluation

Evaluate all signs leading up to each site, including directional signs and site identification signs from all key access routes. It is helpful to take photos, record types of signs and take GPS readings of all signs for future reference. This information is then placed in a database to be updated as necessary. This enables anyone to reference the database and photos for verification when questions arise about the existing signs. Appendix 4 gives samples of photos and database work.

8. Mapping

Create a general map of the proposed itinerary sites in the overall configuration. See Appendices 5 and 6. Place existing directional and site identification signs on the maps in their proper locations near each site. From the general and signage mapping, larger maps of each proposed site with signage can then be produced. These maps will be used in a proposal to Maine Office of Tourism (MOT) and Department of Transportation (DOT) requesting new sign placement and changes. The maps pinpoint exactly where a chickadee, a new sign, or a change on an existing signpost is needed.

9. Prepare Your Initial Signage Proposal

See Appendices 7 and 12. The proposal should include the general map, site specific maps with existing signage and a database by site with the change requests to use in discussion with MOT and DOT. The discussions that ensue will determine exactly what DOT can and cannot accomplish based upon state and

federal regulations. Appendix 12 is the MOT/DOT proposed new tourism sign policy that outlines the process for requesting new signs.

This step is not as easy as it seems. There are often policies in place that do not enable you to receive everything requested. It may be necessary to have several meetings and negotiate the request before the agreed upon new signage plan is finalized.

10. Prepare Site Descriptions

Prepare brief written site descriptions appropriate for a website or brochure. Prepare a uniform format so that all site descriptions follow a similar pattern, though some will be longer than others. Some appropriate web links that will enhance the visitor experience should also be noted. Pay particular attention to these descriptions from a marketing perspective recognizing that people generally will not read more than one computer screen of information. See Appendix 8.

These descriptions may then be placed on separate site specific documents that include the site assessor's notations and other information gathered. By sharing this information with site managers, you gain trust, are able to discuss any disputed concerns and gain their permission signature far more rapidly. This important step forms a solid basis for ongoing partnership. See samples in Appendix 9.

11. Written Permissions

Send site evaluation information together with the written site description to all site managers/owners to sign off and/or to make changes and return. Include in the packet a permission statement for each site owner/manager to sign so that a document resides in your files stating permission to market the site. Many changes may be made by managers and must be sent back for a second or even a third review. Take the time to do this work. Make those changes and resend the documents for the final permission sign-off. See Appendix 10.

12. Budget

In the beginning of this process, a budget for labor to accomplish inventory work and site assessments may be established, but beyond that it is difficult to plan. The budget preparation is a "best guess" until Steps 1-9 are completed. When a fairly solid plan is in place with a specific number of working sites, evaluations that indicate the upgrading required and the sign changes desired, it is possible to budget for the entire project. At this point, prepare a general budget for the completion of the project including signage recommendations and site upgrades. After site managers have been contacted for further information and several iterations of figures have been reviewed, a fairly reasonable draft budget is reached.

Budget refinements will continue taking into account actual versus projected costs of infrastructural improvements that have been recommended for each site.

13. Build a Basic Website

Now it is reasonable to work with the regional Maine Tourism Marketing Partnership Program (MTMPP) grant manager and tourism region (MOT) to build a basic website that can be linked to regional and local sites. The information will undergo many changes as work on the sites and the signage continues. The website will be in a state of flux for several months. The basic framework will allow the committee to focus on structure and feedback while waiting for decisions to be made regarding signs. Test the website structure. All final site content should be approved by individual site management. Continue to enhance and refine the website and descriptions per committee input. Add additional site information, descriptions, icons, links, etc. as the information comes back from site managers.

14. Thematic Framework

Committee conversations can now begin to turn to the thematic framework, the stories that should be told about each site, and the overall theme that encompasses the entire itinerary. There are experts who can offer invaluable assistance with determining a specific itinerary theme. Once the theme has been determined, prepare a thematic explanatory framework for the home page of the website and/or for a brochure. See Appendix 13.

15. Public Relations and Regional Education

In addition to regular committee meetings to advance the itinerary work, it is important to share the plan with regional and local municipal leaders. The time it takes to attend county commission and select board meetings is well worth the effort in terms of garnering continued support for this long-term project. Do not overlook the importance of contact with legislators and leadership at every level throughout the region. It is important to decide how to educate the region and the businesses about the new tourism product. It is reasonable for regions to offer customer service and destination training when new workers are generally hired to staff tourism businesses. The itinerary and new tourism product information should be a regular part of that front-line worker training each year.

16. Connect Cultural, Historical and Local Services

To round out the experience and the thematic framework for the visitor, information regarding cultural, historic sites and local services must be made available and linked to the website. These additions should help to tell the entire story that visitors seek as they interpret the meaning of this new and unique experience.

17. Interpretive Signs

Determine which of the sites warrant interpretive signs according to budgeted resources. Using the thematic framework, search for photos and research historic, cultural and natural resource information for the interpretive signs.

At this point, a design firm should have responded to a bid request for interpretive sign design copywriting. However, any preliminary work done by the committee will help to keep costs down. Each sign can have no more than 75 words. Simultaneously, preliminary work on the installation process can be handled. The sign design and fabrication will take 18-24 months. The group also must be prepared to have a location(s) available for unloading and storing once the signs are delivered. When using the granite posts, they must be transported to the sites. This may require special equipment for loading and unloading. This phase takes time and logistical planning.

See Appendix 13 for Fermata's thematic framework recommendations.

18. Prepare Brochure Copy

Work with MOT to prepare a written publication using their established style guide.

19. Distribution and Marketing Plan

Prepare a marketing and distribution plan for the anticipated printed publication.

20. Maintenance Plan

Determine what the ongoing maintenance requirements are likely to be for the itinerary. Signs may be stolen, defaced, broken, etc. Establish a seed fund to use as maintenance needs arise. Decide how that account will increase over time to fund the necessary sign replacements required approximately ten years hence.

21. Evaluate

Evaluate the entire process, the marketing plan, including visitor feedback to assist the group in making appropriate changes to improve the itinerary product.

22. Continuous Cycle

From this point, the group may go back to the beginning. Determine which of the sites that were set aside should be the next priorities to evaluate, describe and add to the nature experience tour. Scenic by-ways may provide additional grant money for signage. Begin with step 3 and go through the process again.

Section 2

B

Critical Readiness Factors

Critical Readiness Factors

Before any region is prepared to go into a serious marketing phase for any new tourism product, whether domestic or international, there are a number of factors that must be assessed in terms of preparedness for success.

In tourism development, many communities opt out of the grueling work of laying a proper foundation, including digging a well, installing the plumbing and electrical conduits, etc., but instead simply begin to build a house which ultimately collapses with the first slight wind due to lack of full and detailed planning. This correct process is no less important in real tourism development than it is in home building!

1. **Determine and understand Key Market niches:** We must determine which key markets that we want to target immediately. Although we have products that are certainly appropriate to multiple markets, we must determine which markets can produce the most rapid and appropriate return on our near-term marketing investment. Once we are effective in the marketplace with a few markets, then we can target others.
2. **Examine the tourism systems with regard to each market and their needs/expectations.**
Examine the tourism system (Components: the destinations, market motivations, transportation, and communication mechanisms) with regard to each market.
 - a. **Destination** – attractions, public, private and non-profit and business expansion/retention needs.
 - b. **Services** – commercial (hotels, motels, shops, restaurants, etc.) , public (parks, lakes, recreation areas, etc.) and non-profit (arts, museums, historic sites, tours, festivals, etc.) and business expansion/retention needs.
 - c. **Atmosphere**
 - i. Environmental quality in the community, publicly owned areas and non-profit historic and beautification arenas.
 - ii. Hospitality through private employee training, public awareness education and volunteer training.
 - d. **Transportation**
 - i. Commercial bus, taxis, airlines, car servicing, gas, rental boats, etc.
 - ii. Public & non-profit transportation systems
 - e. **Communication**
 - i. Promotion: Commercial (guidebooks, maps, signs, ads, public relations, etc.), public information centers, community maps, brochures, signs, publicity, public relations, guidebooks, etc.) non-profit (information centers, brochures, maps, guidebooks, etc.)
 - ii. Interpretation: Public & non-profit: interpretive brochures, kiosks, interpretive signs at trailheads, natural attractions, etc.
 - iii. Market Research allows the customer to talk back to destination leadership.
 1. Commercial: lodging & restaurant surveys, ticket counts, license plate checks, etc.
 2. Public: surveys, attendance records, visitor center data, etc.

3. Non-profit – suggestion boxes, ticket counts, etc.

3. Is there effective **regional cooperation** in place to deliver this (these) product(s) seamlessly and effectively?
4. Is there **community support** to attract each market?
5. Is the sufficient **financial support** to pursue these markets?
6. Are the **local and regional leaders educated** and supportive regarding the developments of these new tourism product/markets?
7. Are **sufficient networking mechanisms** in place to allow for a constant, effective dialog among state, regional, and community leaders?

Section 2

Appendix 1

Assessment Value Grid

SITE	LANDSCAPE - SCALE	LANDSCAPE - INTEGRITY	LANDSCAPE - AESTHETICS	*RESOURCE - DIVERSITY	*RESOURCE - SPECIALTY	*RESOURCE - CONSPICUOUSNESS	RESOURCE - APPEAL	*RESOURCE - SCOPE	*RESOURCE - DYNAMICS	*RESOURCE - SIGNIFICANCE	*EXTRINSIC VALUE - SOCIAL	*EXTRINSIC VALUE - CULTURAL	*EXTRINSIC VALUE - HISTORIC	*EXTRINSIC VALUE - RECREATIONA	EXTRINSIC VALUE - ECONOMIC	*MODIFIERS - ECOLOGICAL	MODIFIERS - PHYSICAL	MODIFIERS - SOCIAL	MODIFIERS - CULTURAL	MODIFIERS - HEALTH & SAFETY	MODIFIERS - REGULATORY	MODIFIERS - POLITICAL	MODIFIERS - ECONOMIC	AVERAGE
Primary Sites																								
Demonstration Forest	4	4	3	3	3	2	4	3	3	3	5	4	3	3	3	4	2	5	4	3	4	5	3	3.478
Mount Kineo	5	5	5	5	5	5	5	5	5	5	4	4	5	5	5	4	4	4	4	4	4	5	4	4.609
Gulf Hagas	5	5	5	4	5	4	5	4	5	4	4	3	3	4	5									4.333
Lily Bay SP	5	4	4	4	3	3	4	3	4	3	5	3	3	5	5	5	5	4	4	5	5	4	5	4.130
Peaks Kenny SP	4	5	4	4	3	3	4	3	4	3	5	3	3	5	4	4	4	4	5	5	5	5	5	4.087
Borestone Mt.	5	5	5	4	5	4	5	3	4	4	5	4	4	5	4	5	4	4	5	4	5	5	5	4.478
NREC Interpretive Trail & Resource Center	3	4	4	3	3	3	4	3	3	3	5	3	3	3	4	4	4	5	4	4	5	5	5	3.783
AT Trailhead	5	5	5	4	5	4	5	3	4	4	5	4	4	4	4	4	3	5	4	4	5	5	4	4.304
Katahdin Iron Works	5	4	4	3	3	4	4	3	3	3	4	4	5	5	5	4	4	3	4	3	3	3	5	3.826
Little Moose Unit BPL	5	4	4	3	5	3	5	3	3	3	5	3	3	5	5	5	4	4	4	4	5	4	4	4.043
Kennebec River Outlets	4	3	3	3	5	3	4	3	4	4	5	3	3	4	4	4	4	3	4	4	4	3	4	3.696
Ripogenous Gorge	5	3	4	3	4	4	5	3	4	4	3	3	3	3	3	4	2	2	3	3	3	3	3	3.348
Moosehead Marine/ SS Katahdin	4	3	4	0	4	4	4	3	3	5	5	5	5	4	5	5	5	5	5	5	5	5	5	4.261
Sebois Lake BPL Unit	5	3	3	3	3	3	4	3	3	3	5	3	3	4	3	4	4	5	4	4	4	4	4	3.652
Secondary Sites																								
Pleasant River Walk	3	3	3	2	2	1	3	3	3	2	5	3	3	3	3	4	4	3	4	4	3	4	4	3.130
Guilford River Walk	2	3	4	3	3	2	3	3	3	2	5	3	3	3	3	4	4	5	4	4	4	5	4	3.435
Ripogenous Dam	5	3	4	3	3	3	4	3	3	2	3	3	4	2	3	3	4	2	3	2	3	3	3	3.087
Dolby Pond Picnic Area	3	3	3	2	2	2	3	2	3	2	3	2	3	3	2	3	3	2	3	3	4	3	2	2.652

Section 2

Appendix 10

Sample Personalized Cover Letter to Site Managers

November 7, 2006

IMPORTANT TIME SENSITIVE MEMO!!

TO: All Nature Site Owners/managers

FROM: Donna Fichtner, EMDC contractor for the Piscataquis Tourism Task Force
Nature-based Tourism Pilot Project

Your immediate assistance is needed.

We would like to include the site that you manage in our nature-based touring itinerary for Piscataquis County. We have assessed the site and determined that it fits the criteria laid out by Fermata, Inc., the consultant to the State of Maine on this project. Your site is an important asset to visitors who want to experience and enjoy the natural resource base of our beautiful region of Maine.

We have included a written description of your site. On the subsequent page we have included information regarding our assessment on needed upgrades, additional signage, interpretive signage, etc. Please make comments and add to or change the site descriptions and/or the upgrade information as you deem appropriate. Return this to us as quickly as possible. We want to know what upgrades you feel are critical from your viewpoint as well and would like to know your estimate of costs with a limited amount of detail.

We would also like to have your written permission to include your site in a web based itinerary with links to additional and appropriate historic and cultural sites that will add value to the experience of the visiting public. If you agree, please fill out the permission document that is included in this packet and return it to us no later than Wednesday, November 15th, 2006.

Return Information:

Email to: donn@bangorcvb.org;

Fax to 942-2146;

Mail to: Attn: Donna Fichtner, EMDC, 40 Harlow Street, Bangor, ME 04401.

Nature Based Itinerary Permission Agreement

I, _____ (your name), site manager for the MOOSEHEAD MARINE MUSEUM, under the jurisdiction of the State of Maine, Bureau of Parks and Lands, give permission for the Piscataquis Tourism task Force to list MOOSEHEAD MARINE MUSEUM (name of site) in a touring itinerary of natural sites in Piscataquis and Penobscot Counties.

I agree with the site description as I have amended it and returned to the contractor for use in the development of a web site that will begin to promote this new tourism itinerary product. I commit to communicate with the Piscataquis Tourism Task Force as they monitor the activity at these sites on the itinerary over time to offer feedback and evaluation regarding increased use, changes in the resource, infrastructural needs, changes, etc. The PTTF is committed to careful monitoring of capacity and cautious marketing of the nature sites to retain the quality and integrity of the experience.

Signed on _____ (today's date)

_____ (Signature)

_____ (Print Name)

_____ Position

_____ Mailing Address

_____ Email

_____ Phone

_____ Fax

Site Name: Moosehead Marine Museum**Description:**

The Moosehead Marine Museum's historic cruise boat, *the Katahdin*, is a national historic landmark and a remnant of the logging days that links the present Moosehead culture to its important and historic past. Originally a steamboat, built in 1914 at Bath Iron Works, the vessel was later converted to diesel. This vessel is the main attraction of the Museum's collection of marine memorabilia of the Moosehead area. This museum houses the region's most extensive compilation of photos and documents related to the marine traffic on Moosehead, Maine's largest lake.

The Katahdin offers regularly scheduled cruises from late June through early October. The narration provided on the cruise helps visitors to understand the history and culture of the North Maine Woods. The vessel is available for chartered cruises and events.

Directions:

From Rt. 15 South: In Greenville, travel straight at the blinking light about one block. The parking area is located on the left across from Shaw Memorial Library. You cannot miss the vessel!

From Rt. 15 North: In Greenville, at the blinking light, turn left and travel one block. The parking area is located on the left across from Shaw Memorial Library. You cannot miss the vessel!

Special Notes of Interest:**Important Natural/Cultural/Heritage Links:**

<http://www.katahdincruises.com/museum.html>

www.northernforestcanoetrail.org

The Northern Forest Canoe Trail can be started from a site near the **Moosehead Marine Museum** in downtown Greenville. An interpretive sign is located there giving basic information about the trail.

Site Owner/Contact:

**Moosehead Marine Museum; Duke McKeil, Exec; Bruce Porter, Mgr, 695-2716
katahdin2@verizon.net**

Access/landowner permission:

Moosehead Marine Museum supports inclusion on the itinerary. This resource is easily accessible.

Parking:

Ample parking is available in the public parking lot adjacent to the museum. Additional public parking is accessible to the museum by a short walk along the boardwalk and across Pritham Avenue.

Signage: Existing & Needed:

Blue directional sign is located at the intersection and signage on the Museum. The "Katahdin" is highly visible from the road in downtown Greenville from any direction.

Directional Recommendations:

None needed.

Site Identification:

Signed.

Interpretive Needs:

Interpretive materials are located throughout the vessel and the museum which help to place the boat within the history and culture of the North Maine Woods. The captain talks about the history and culture throughout the cruise describing the importance of the logging history to the region.

Interpretive Recommendations:

None needed.

Mitigation required for sensitive areas:

None needed.

Toilets & Hygiene concerns:

Public restrooms are available on the "Katahdin" and in the museum.

Other Health & Safety Considerations:

The only safety issues are those associated with any cruise boat. The "Katahdin" is licensed by the U.S. Coastguard and has to be in compliance for operations.

Capacity & Carrying Capacity Issues:

The only safety issues are those associated with any cruise boat. The "Katahdin" is licensed by the U.S. Coastguard and has to be in compliance for operations.

Maintenance & Cleanliness Issues:

The facility is clean and well maintained by the Moosehead marine Museum, a private, non-profit board of directors. The Marine Museum consists of the vessel "Katahdin" and a small museum located on the shore where the vessel is docked.

Proximity to Community Services:

Facility is located in downtown Greenville. The "Katahdin" cruises Moosehead Lake between Greenville, Mt. Kineo and occasionally to Northeast Carry.

Regulatory Issues:

The boat is non-smoking and under U. S. Coastguard regulations.

Other Comments: This site is ready!

Section 2

Appendix 11

Fermata's

Applied Site Assessment Protocol

Appendix A

RESOURCE ASSESSMENT METHODOLOGY – APPLIED SITE ASSESSMENT PROTOCOL™

Need for a protocol

People generally are swept with a disarranged set of sensations when first confronted by nature. Sounds, smells, feel – sensations that are at once pleasant, at times perplexing, or even repulsive. Perhaps the aesthetics of a location (the South Rim of the Grand Canyon) sucks the breath from our chest. Perhaps the feeling of accomplishment colors the experience, such as when a birder finally identifies their first Connecticut Warbler skulking through the brush at Point Pelee. What about a bugling elk sounding through the Eastern Kentucky Appalachian Mountains? In each case, the experience is distinctive. And in each case, we react to the experience in an equally singular fashion. Travelers enter nature to expand upon their life experience, and to extend these singular moments beyond the immediate. We gather or collect experiences through the act of travel. As we gain a familiarity in nature, these once-jarring sensations become increasingly orderly and logical. As each facet of nature is distinct, so are nature travelers equally diverse and practiced. Therefore, when considering the value of any specific natural location as a nature tourism destination, we must first consider how each tourist might react to its discrete set of resources.

Using Applied Site Assessment Protocol™ criteria to identify and type nature tourism destinations

Fermata developed and patented the Applied Site Assessment Protocol™ (ASAP) to frame such an assessment. ASAP should not be confused with a biological assessment, since the protocol is interested in weighing sites relative to their tourism, rather than ecological, value. If resources determine visitation, then the better these resources are understood relative to their distinct recreational or appreciative value, the better we can plan for tourism development.

The ASAP™ protocol weighs both intrinsic and extrinsic values of a specific site, adjusting these values with a final series of modifiers. Sites are valued relative to the market (international, national, regional, or local) and relative to themselves.

Waypoints help lead visitors through the thematic itinerary that tells the story of that region, area, etc. The determination of a waypoint is based upon its possession of certain intrinsic and extrinsic values as well as modifiers. Sites that do not possess one or more of the key intrinsic and extrinsic values are not recommended as waypoints.

Intrinsic values

Intrinsic values are those innate to the resource. Intrinsic values originate within the resource itself, and are considered independent of outside influences. Intrinsic values include the following:

Contrary to this, an ideal aesthetically pleasing site would be a Grand Canyon of sorts where a beautiful landscape is decorated with scenic vistas, mountain peaks, flowing waterfalls or the like.

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	Visually unappealing landscape that is possibly neglected and/or reflects negative human impact (ex. cluttered with trash, large machinery or the like)	Distressed landscape that is in the process of repair	No noticeable physical appeal either good or bad that distinguishes it from surrounding landscape	Visually pleasing, well-maintained landscape that is well-groomed and/or well-managed to attract the uninitiated tourist	Naturally (not manmade) beautiful, navigational landscapes decorated with scenic vistas, mountain peaks, flowing waterfalls or the like – the kind of landscape that inspires paintings (Ex. Vista of the Seven Sacred Pools along the road to Hana in Maui)

Resource

Diversity

Diversity relates to the depth and breadth of the resources such as the flora and fauna at a site. This includes the diversity of animal species of birds, mammals, reptiles, amphibians, and insects as well as site vegetation such as plants, trees, grasses, bushes, and other flora. A site that holds a wide array of resources (i.e. various birds, mammals and insects) will score higher (above 3) than one that has limited resources (i.e. only a few bird and insect species). Alternatively, diversity can also relate to the variety within species. A site that only has a limited variety of plant and animal groups, but has high diversity within species (i.e. seven different types of shorebirds and/or more specifically, seven different plover species) will score higher (above 3) than one that has only a few genus and species (below 3).

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	No diversity among and between species regardless of the density of species	Little diversity among and between species and / or common species that are tolerant of human interruption and therefore are found virtually everywhere.	Average, without any outstanding diversity among or within species that distinguishes it from another site	High diversity either within species (Ex. seven different types of shorebirds) or among species such as not only shorebirds, but also waterfowl, wading birds, songbirds, raptors and game birds	High diversity within and among species (Ex. not only seven different species of shorebirds but also various species of waterfowl, wading, songbirds, etc.)

Specialty

Specialty of the resources relates to the uniqueness of the resource and whether a site is known or identified for this specialty. For example, in Louisiana, a site possessing regionally endemic Roseate

Spoonbills will score higher than a site that possesses merely the ubiquitous Feral Pigeon. Resources that are specific to that site, area or region are more specialized (above 3) than more common, ubiquitous resources (below 3).

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	Lack of special resources. Only common or ubiquitous species found elsewhere in different areas and regions of the country (Ex: Rock Doves)	Mostly common species mixed with very few less common resources (i.e. resources identified as those found along the entire Atlantic Coast).	Regionally endemic species that are prolific throughout the region	Unique resources endemic to that particular area which are found only in that area, region, or specific habitat (Ex: Northern Jacana found only along the coast of Texas, parts of Arizona and Mexico).	Unique resources endemic that are found only at that particular site or in a specific area either resident or migratory (Ex: XYZ that stops only at 123 site in its migration or a site that lies on one the few remaining tall grass prairie habitats).

Conspicuousness

Conspicuousness resources are those that are blatantly obvious and difficult to miss when at a site. This could be because of the prominence and density of a certain species (i.e. 10,000 Monarch Butterflies that travel through the backyard of a Texas hill country ranch every October) or the grandeur of the resource itself such as mega fauna (i.e. Elk in the Pennsylvania Wilds).

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	No density of species or No identifiable, blatant resource that would draw attention to the resource or site.	Limited number of inconspicuous species, making it difficult to find (Ex: 10 reported five-lined skinks in a 10,000 acre area)	Densities of inconspicuous species/resources	Prominent density of easily viewed (in your face) species or events seasonally throughout the year (Ex: Monarch Butterflies during end of life migration).	Prominent density of easily viewed species or events year round or The presence of conspicuous, (large or uniquely identifiable) species such as mega fauna or obviously identifiable species (Ex: Sturgeon watching in Oregon).

Appeal

The appeal of a site's resources is derived from the aesthetics of the site or the resources themselves. A site that is appealing to one or more of the five senses, especially to an uninitiated nature enthusiast, will score higher (above 3) than a site that is either lacking in visual stimulus or requires an experienced eye to spot (below 3). Appeal also applies to the site species. A site that maintains either year round or during migration, flocks of Sandhill Cranes, a more uncommon species, will be more appealing (above 3) than a site that only hosts a flock of common European Starlings (below 3).

Landscape

Scale

Scale encompasses the scope and grandeur of a site. As urban sprawl encroaches on native habitats, pristine and preserved habitats are more precious. A site that is composed of 1,000 acres of pristine or preserved habitat is on a scale of grandeur that would score it higher than a much smaller site composed of similar habitat. Alternatively, unimpressive landscapes surrounded by otherwise barren habitats also score high. For example, a pocket park in an otherwise stark urban landscape would receive a high score.

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	Small (<1 acre) barren landscape	Small (<1 acre) landscape that is unproductive and common to other surrounding area landscapes	Large (>20 acres) or small (<1 acre) site that is in the process of rehabilitation back to its original grandeur	Small (<1 acre) of preserved or rehabilitated, native, fruitful landscape in urban setting	Large (>20 acres) of preserved, native, fruitful landscape especially in an urban area (Ex. Central Park)

Integrity

Integrity relates to the quality of the landscape. Sites that are pristine, continuous and undisturbed (above 3) receive a higher score than distressed landscapes that have been negatively altered by natural or human disruptions (below 3). Similarly, previously disturbed landscapes that have been successfully managed to rehabilitate the site and encourage native habitat restoration are equally quality sites (above 3). Examples of this abound in southeastern Pennsylvania where once destructive strip mines have been reclaimed, now serving as extensive grassland habitat and recently attracting nesting Short-eared Owls.

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	Heavily disturbed, distressed landscape that has continuous environmentally negative / detrimental human impacts (Ex. Site located on or near a functioning nuclear power plant, polluting industrial plant)	Disturbed and/or fragmented landscape that is a result of environmentally negative / detrimental human impacts.	Landscape that is moderately distressed as a result of normal natural and/or human wear and tear.	Rehabilitated landscape in early or mid-successional process of restoration. Supports at least early successional habitat and species.	Pristine, continuous and undisturbed landscape or Successfully rehabilitated landscape that is entirely (or nearly) restored (Ex. Pennsylvania's reclaimed acid mines)

Function

Aesthetics

Aesthetics relates to the physical appeal of the landscape. A site that is not well-maintained such as a landscape cluttered with trash or large machinery detracts from the aesthetic appeal of the site and therefore would score lower (below 3) than a well groomed and well-managed managed landscape.

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	Resources that offend (Ex: solid waste site) one of the five senses	Lack of natural resources that appeal to one of the five senses and fail to stimulate the nature experience (Ex: Urban park devoid of trees right next to smokestacks)	Appeals to one of the five senses.	Appeals to more than one of the five senses	Appeals to more than one of the five senses in a positive manner and would add to the nature watching experience and/or has at least one unique appealing species that would appeal to the uninitiated.

Scope

Scope relates to the number of resources/species at a site and their proportion to the world population.

Sites with a limited number of species and density will score lower (below 3) than those that cover a broader range of species and number of resources relative to the world population (above 3).

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	No scope present - no apparent densities and no range of species.	Limited numbers of only prolific or common resources/ species (Ex: the occasional Cardinal)	Seasonal Densities of a limited range of common and uncommon resources.	Seasonal densities of uncommon species whose proportion is great compared to its world population (Ex: Sandhill Cranes migrating through Nebraska Sand Hills)	Prominent density of multiple uncommon species year round with a broad scope (Ex: A site with the largest resident population of XYZ in the country).

Dynamics

Dynamics includes the predictability of the resource, and whether it was seasonal or episodic. A site that is predictable that can guarantee visitors a sound viewing experience throughout the year will score higher (above 3) than a site that is random or episodic (below 3). The dynamics of a site's resources relate to the changing nature of a site such as daily, biannual, annual and seasonal differences including the prominence of various resources at different times of the year. This dynamic can also relate to naturally occurring events such as flooding, burning, high tides and foliage changes.

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	Unpredictable or episodic resources where a visit to the site could be hit or miss.	Dynamic resources or viewing opportunities that are constantly changing or Constant unpredictable resource conditions.	Resources that change seasonally and offer the potential for different experiences for the visitor.	Resources that change seasonally such as during migration but are predictable from season to season and/or year to year.	Constant predictable resources that do not change throughout the year and that a viewer would be guaranteed to see year round.

Significance

Uncommon, occasional and rare resources endemic to the site create a special quality that differentiates it from other surrounding sites. Additionally, endangered or threaten resources or the presence of regionally significant and/or representative resources can set a site apart from other area sites. For example, a site that possesses one of the few remaining places where an XYZ can be seen or a site that is one of the first successful reintroductions of the XYZ since 19XX will score higher due to its significance as either a natural phenomenon or because of successful management and conservation efforts.

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	Lack of significant or rare resources. Only “abundant” species found elsewhere in different areas and regions of the country	Presence of only common resources	Presence of fairly common species intermixed with common species	Presence of uncommon resources	Presence of rare, threatened, or endangered resources

Extrinsic values

Extrinsic values are external to a resource. Although originating outside of the resource, these values do influence the assessment of the resource, as a whole. Extrinsic values are:

Social

Local and/or regional support for a specific site can make the site assessment and trail implementation easier and more successful. Examples include volunteer naturalists, interpretive programs, etc.

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	No social component or Community opposition to the project and trail implementation or opposition to the site's inclusion on the trail	No support for the project and trail implementation; no support for the site's inclusion (Ex: Unable to engage participation by site owner, community or regional businesses)	Acceptance of the project and trail but no active support	Community acceptance and support of the project and trail implementation and acceptance and support for site's inclusion on the trail including participation by site owners, the community and regional businesses.	Not only support for the project, trail and site inclusion but active initiatives to implement trail including community development and implementation new programs to promote the project and/or trail. Active participation by volunteer naturalists and site owners/managers in site nomination, public meetings and to promote the project.

Cultural

Oftentimes, an area's culture is tightly linked to its natural resources and can significantly influence the amount of support and/or opposition to a site's inclusion on the trail. If the site and/or area has cultural aspects that would contribute to the understanding of nature (i.e. an annual decoy carving festival that takes place at a site where there is great waterfowl concentrations) and/or benefit from nature tourism promotion, then it will score higher (above 3) than a site whose culture detracts from the understanding of nature and/or is negatively impacted by nature tourism development (i.e. Nature site located on a sacred Indian burial ground).

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	No cultural component or Cultural aspects that are not consistent with a nature trail and have been detrimental to sustainable nature tourism development (Ex: Cock fighting)	Cultural aspects that would be negatively affected by the site's inclusion on the trail (Ex: Sacred Indian burial ground).	Cultural aspects that would add another dimension but are not necessarily nature related.	Cultural aspects that compliment the theme of the trail.	Cultural aspects that contribute to the understanding of nature and encourage education and nature tourism development and Will benefit from nature tourism development.

Historical

An area's history is often intrinsically related to its natural resources, detailing its past. A site that has a rich historical significance can add to the diversity of the trail. An example is the French and Indian Fort at Crown Point on Lake Champlain. This location is where battles were fought because it was narrow place in lake. Today, the area is the location where migrating warblers drop out of the sky while flying along the Lake.

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	No historical component	Historical aspects that would either negatively affect the trail or be negatively affected by the site's inclusion on the trail	Historical aspects that would add another dimension but are not necessarily nature related.	Historical significance that is connected and relates to the natural world	Direct relation to history and nature that is capitalized on and promoted at the nominated site (Ex: The Lewis and Clark trail in Montana that traces their natural exploration west across the United States)

Recreational

Recreational opportunities can supplement a visitors experience to a site and the region. Sites that have biking and hiking trails and offer other opportunities for other activities (i.e. canoe rentals at a state park surrounding a lake) while visiting the site as well as interpretive materials, signs and other amenities will facilitate a more accommodating, diverse and comfortable nature tourism experience (above 3) than a site that completely lacks any sort amenities or interpretation (below 3).

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	No recreational opportunities or implemented facilities or amenities to supplement the nature experience (Ex: No trails, no interpretive materials, no amenities) or Environmentally detrimental recreational opportunities	Limited recreational opportunities and no amenities, infrastructure or interpretive material or Unrelated recreational opportunities.	Recreational opportunities but no interpretive material or infrastructure to facilitate (i.e. a canoe launch but no rental)	One or more recreational opportunity that coincides with the site and its inclusion on the trail (trails, interpretive, amenities).	Exceptional recreational opportunities and amenities. Implemented interpretive trails, supporting recreational opportunities (canoe rentals, fishing, etc.), interpretive materials, visitor center, amenities such as restrooms, cabin rentals, etc.

Economic

A site that is economically self-sustaining or offers opportunities for economic development and will encourage nature tourism and benefit a site or community will score higher (above 3) than one that either has no sustainable economic opportunities and/ or will face increased costs as a result of inclusion. Examples include a gift shop or admission charged – ways for community to benefit economically from inclusion on the trail.

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	No economic opportunities; costs of inclusion would be negative or an economic burden.	Economic opportunities that are initially negative and an economic burden, requiring additional fund raising or hiring but that would eventually be recovered after the initial investment.	Sites inclusion would not have an economic impact on the site.	Self-sustaining funding for nature tourism (Ex: Admission charge, film admission, program or field trip charge).	Site has opportunities to raise additional funds and provide additional programs, infrastructure, staff, promotion, etc.

Modifiers and constraints

The complete assessment is modified according to a set of constraints or *limiters*. For example, a destination may exhibit a high resource value that is limited by a regulatory constraint. A score of “1” will automatically preclude it from inclusion on the trail. A score of “2” may exhibit the same limitations. However, the site has qualifying factors that seek to mitigate those constraints and prevent it from being automatically eliminated. ASAP modifiers or constraints are:

Ecological

The ecological sensitivity of a site can prevent its recommendation for inclusion. If a site cannot tolerate visitors without it disrupting a delicate ecological balance at the site or being hazardous to the sustainability of the site resources, it will not be recommended for inclusion.

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	Site is too sensitive; inclusion would be hazardous to its sustainability	Site can handle visitors, but they must be limited in number or Site has strict environmental restrictions that limit the visitor's experience the site.	Site can environmentally sustain visitors to the area with some restrictions	Site is stable enough to environmentally sustain visitors to the site.	Site will benefit from inclusion environmentally (Ex: Inclusion will garner greater environmental awareness, and support for ecological programs)

Physical

Physical barriers that prevent or inhibit easy access to the site lessen its suitability for inclusion and therefore would score lower (below 3) than a site that facilitates access (above 3). An example of a physical barrier is the presence of a steep cliff that must be climbed in order to access the observation area.

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	No access (Ex: Posted "no trespassing" signs)	Difficult access (Ex: climbing a steep cliff to get to an observation area or Locked gate that requires permission and a key prior to visiting the site).	Site has no preventative physical obstacles, but does not facilitate access (Ex: A wildlife management area with no parking, no walking trails, etc.)	Site has basic infrastructure needs that allow access such as pull-offs and parking.	Tier two infrastructure needs that go beyond basic access such as parking to improving the viewing experience such as paved trails, wheelchair accessibility, bridges, lookout towers, viewing platforms, etc.

Social

Social constraints are those relating to site owners and/or managers as well as the community. Even if a site scores high on both its intrinsic and extrinsic values, but doesn't have support for the site's inclusion, it will not be recommended.

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	Site owner/ manager does not want visitors or Community does not want visitors	Only partial community support for inclusion or Owner/manager didn't originally want to be included or support the trail, but has begun cooperating or Only support with strict regulations.	Site and community acceptance but not clear, active support or participation.	Community and site owner cooperation and support for the trail in general and inclusion of the site specifically.	Active support and promotion for the site's inclusion by the site owner/ manager and the community and active participation in working with and between site managers to promote the trail or encourage support.

Cultural

Cultural modifiers relate to the area's people and history that could either preclude it from inclusion or a culture that would correlate well with the nature trail and would not be negatively impacted by the trail. Rather, the inclusion of such sites would enrich the area's culture.

	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	Negative cultural impacts (Ex: Infringing on sacred Native American burial sites)	While inclusion might be counterculture or have negative impacts, plans are being discussed and initiated to mitigate the negative impact.	No negative cultural impact	Site and trail are consistent with the area's culture.	Positive cultural impact as a result of the site's inclusion or synergy between culture and site. Inclusion would enrich the area's culture.

Health and safety

If there are health concerns such as the presence of venomous snakes without reasonable access to an anti-venom or safety concerns such as the lack of safe pull-offs or conditions that would cause a visit to a site to be difficult or dangerous, its recommendation would be modified accordingly.

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	Site access is dangerous (Ex: Located on a busy road with no pull-offs) or Poses dangerous risks to visitors (Ex: Venomous snakes without any knowledgeable staff or anti-venom)	Site access poses risks with mitigating factors (Ex: Venomous snakes with knowledgeable staff with anti-venom) or Dangerous access currently (Ex: Busy road no pull-offs) but plans in place to build pull-off or arrange for safe stopping.	Likelihood of health or safety concerns is limited.	Site access is moderately safe (Ex: pull-offs rather than parking lot) and there is staff trained to handle most issues that may arise.	Site access is safe (Ex: Parking lot) and has precautionary measures already implemented such as guard rails, paved paths and trained staff equipped to deal with most health and safety concerns.

Regulatory

Regulatory modifiers relate to restrictions specific to the site. An example is maximum occupancy regulations in Wilderness area's enabling legislation or a less restricting one, hunting season access restrictions to permit holders only during specified times of year.

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	Regulations that prevent site access or the viewing experience.	Regulations that restrict access or inhibit the viewing experience but are being mitigated (Ex: Maximum occupancy regulations)	Regulations that restrict access but do not inhibit the viewing experience and provide alternatives	No regulations or Ones that are necessary to ensure safety (Ex: Hunting regulations that prevent wildlife viewing during the season)	Regulations that encourage nature tourism or wildlife viewing

Political

Political modifiers relate to the site management agency. If the agency would not like to include access to a site for departmental reasons (social or cultural or economic) or others it would score lower (below 3) than a site for which the agency has support (above 3).

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	Political issues prevent the inclusion on the trail.	Politically sensitive site that is being mitigated (Ex: Windmills in Bureau County, Illinois that have pitted big business against environmentalists but have begun working together to mitigate the environmentalists' concerns – bird deaths) or One that has strict restrictions with mitigating factors	No political issues surrounding the site.	Support throughout the agency and no political contention regarding the site.	Political support and promotion as a priority.

Economic

If inclusion of the site has a negative financial impact to site manager by increased visitation such as increased costs of trash collection, program management, trail maintenance, etc. it would receive a lower score (below 3).

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	Inclusion would be a financial burden to the site or They simply cannot afford to be on the trail.	Start up costs and early maintenance costs would be high but plans are in place to mitigate these costs and recover at least a portion.	Inclusion has no economic impact on the site.	Site benefits economically from inclusion on the trail.	Site benefits economically from inclusion on the trail enough so that it can use those funds to initiate additional programs, projects and infrastructure that it otherwise would not without the economic benefit from the site's inclusion on the trail.

Portals

A *portal* is an interpreted welcome center that ushers the general public into the natural world. A portal offers the traveling public a destination, and serves as a door through which to enter nature. Only select waypoints are capable of functioning as portals, of combining the tourism function of a welcome center with the educational and recreational capabilities of a nature center.

Portal sites must meet the criteria for being a “waypoint.” In addition to containing one or more of the key values of a waypoint, portal sites offer multiple values that set them apart from the remaining waypoints. These sites serve as the best representation of the area, loop, or trail and/or are the best representations of the trail’s thematic itinerary. These are the sites that most epitomize the trail.

Values of portals (waypoints must possess one or more of these in order to qualify as a portal site):

- Serve as an exceptional representative of the area
 - Endemic plants, animals, habitats, etc.
 - Vast expanses of pristine habitat representative of the area (i.e. the presence of certain species at a given site may make it a portal site such as Roseate Spoonbill).
 - Large mammals such as elk, moose, bison, bears, dolphins, and whales are examples of mammals that are so conspicuous and approachable that they forge an immediate bond with the viewer and stimulate his interest in nature. The traveler does not need be an experienced natural historian with expensive binoculars and a portable library of field guides to appreciate these magnificent creatures.
- Large concentrations of wildlife function in a similar manner
 - Sandhill Cranes along the Platte River in Nebraska, Mexican Free-tailed Bats in Bracken Cave, or Monarchs in Michoacan all usher the uninitiated or inexperienced tourist into the world of nature tourism.
- Multidimensional
 - Multiple landscapes
 - Habitat diversity (ex. fresh and saltwater marsh as well as bottomland hardwood forest, etc.)
 - Wildlife diversity
- Unique attribute(s) that sets it apart from all other waypoints
 - Unique habitat, landscape, etc.
 - Endangered species
 - Icon species (Roseate Spoonbill)
- Usher tourists into the area
 - Site has informational brochures, kiosks, staffing, etc. (state parks with written material, educational tours, area information)
 - Serve as a central area from which other sites can be explored (welcome centers with area information and guides to the area)
- Accessibility / amenities
 - Easily accessible (i.e. off interstates or some easily accessible road)
 - Safe (i.e. safe pull-offs)
 - Well-maintained / adequate amenities
 - Well-maintained trails, etc.

Section 2

Appendix 12

MOT/DOT New Tourism
Sign Policy

MAINE DEPARTMENT OF TRANSPORTATION

GUIDELINE FOR THE INSTALLATION OF TOURISM SIGNS

SUMMARY: This guideline establishes procedures and policies for the installation and maintenance of tourism signs on public ways throughout Maine. It includes eligibility standards and the location, number, design, size, maintenance, and permit procedures for the installation and maintenance of such signs.

This guideline does not apply to tourism signs within the right-of-way of the interstate highway system.

This guideline does not cover directional signs regulated by municipalities with which the Maine Department of Transportation has an agreement to 23 M.R.S.A. §1906, sub-§ 2. Applicants should check with affected municipalities to determine whether directional signs are regulated.

I. DEFINITIONS

- A. **Logo.** A single or multicolored symbolic design used to identify a point of interest.
- B. **Public Way.** Public way means any road capable of carrying motor vehicles, including, but not limited to, any State highway, municipal road, county road, unincorporated territory, or other road dedicated to the public. Public ways do not include publically accessible private ways.
- C. **Sign Assembly.** A sign assembly consists of one or more tourism signs on a single support post.
- D. **Symbol.** A symbol is a design used to identify traveler services approved for use in the Federal Highway Administration “Manual on Uniform Traffic Control Devices” or by the Maine Department of Transportation (the Department) as depicted in Figure 1.
- E. **Entity.** Entity is a non-profit organization or governmental unit that has a legal identity which is separate from those of its members.
- F. **Eligible Points of Interest.** Must be visitor-ready and meet site criteria as defined by the Nature-Based Tourism Assessment Guidelines.
- F. **Owner of Tourism Sign** The owner of the tourism sign is the entity or State agency, which has identified the point of interest, has submitted an application and received approval for a sign, has paid for fabrication and installation of the sign, and is responsible for all approvals and fees associated with maintenance and replacement of the sign.

II. GENERAL REQUIREMENT

A. Location

Tourism signs shall be located within the right-of-way of a public way on approaches to intersections where travelers must change direction from one public way to another to reach a point of interest or, where appropriate, at the end of T intersections. Signs shall be installed for eligible points of interest after each location has been reviewed by Maine DOT.

Tourism signs shall be located so as to avoid visual conflict with other signs, to have the least impact on the scenic environment, and to take advantage of the natural terrain. Tourism signs shall not be permitted at locations where the directional information contained thereon may be misinterpreted, misleading, or otherwise confusing to the traveling public. Tourism directional signs must be installed to provide continuity of guidance from the first sign to the actual point of interest. If the location of the point of interest is not on a public way, signs containing directional information must be installed on the private way before signs approved by the Department are installed on the public way leading to the point of interest.

Tourism signs shall be located so as not to interfere with, obstruct, or divert a driver's attention from a traffic control sign or device. Traffic control signs or devices placed at intersection approaches subsequent to the placement of tourism signs shall have precedence as to location and may require the relocation of tourism signs.

Note: Use of Chickadee logo, a registered trademark of the Main Office of Tourism, on directional signage on private property is by permission only and shall follow design guidelines designated by the Maine Office of Tourism

B. Distances for installation

Unless traffic safety is not adversely affected tourism signs in general shall be at least 200 feet from traffic control signs or devices. Successive tourism sign assemblies shall be spaced sufficiently apart for drivers to comprehend the messages contained thereon.

C. Number of Signs / Assembly

There shall be a maximum of three tourism signs per assembly and each sign shall be mounted three inches from the next sign below or above it.

D. Color

The background color of all tourism signs shall be brown and shall be in accordance with highway brown color. The legend shall be white.

E. Size

All signs shall be 12 inches vertical and 48 inches horizontal. The Department may authorize other sized signs for supplemental information.

F. Fabrication, Installation and Maintenance

Tourism signs shall be fabricated by the Department at a cost determined by the Department to the applicant/owner. The signs shall be installed by the Department at approved locations on public ways and on sign posts furnished by the Department. The Department shall be responsible for maintenance of the sign supports.

Signs that become lost, stolen, defaced or otherwise damaged or deteriorated shall be replaced by the applicant/owner and reinstalled by DOT.

The owners of tourism signs that lead to points of interest no longer offering such traveler experience, or signs that are no longer applicable because of funding or upkeep of the tourism destination, shall notify the Department to have the signs removed. The Department may remove tourism signs if they are in a state of disrepair and/or if requested to do so by the Maine Office of Tourism (MOT).

Figure 1



III. PERMITTING

Application for a tourism sign shall be made on forms furnished by the Department. Applications will be processed and permits issued in the order of receipt of applications by the Department.

Any application for a tourism sign is subject to review by the Department. The Department shall have final responsibility and authority to determine the specific size and location of any sign. Signs not deemed to meet the intent and purpose of these guidelines or the criteria established herein shall not be approved or installed.

IV. Eligibility

A. General Requirements

Tourism signs shall only be for the specific purpose of providing directional information to travelers in order to reach a point of interest. The Maine Office of Tourism in conjunction with

the Department of Transportation shall determine what constitutes an eligible point of interest. Maine DOT will establish the maximum number of signs that may be installed at any given point.

B. Site Requirements

1. Title or interest for sign location.
2. Parking
3. Capacity
4. Meet additional criteria as established by the Maine Office of Tourism. Reference separate selection criteria document.

Section 2

Appendix 13

Fermata Recommended Thematic
Framework

INTERPRETIVE THEMATIC FRAMEWORK

This Thematic Framework identifies a cluster of engaging, coherent and cohesive interpretive messages to serve as a guiding star in the development of public programs for the Maine Nature Tourism Initiative. By placing visitor experiences within a heritage context, this framework draws on the inter-related resources of nature, history and culture. In this way, recreational activities for both residents and visitors are located in a context that is simultaneously stimulating, meaningful and illuminating.

The framework consists of an Overarching Theme and three Sub-Themes. In time, core storylines will be developed and added to the framework. An Overarching Theme, by its very nature, is broad and inclusive. It is suggestive and multi-faceted. It has diverse implications. Sub-Themes, although still broad, are, at the same time, concrete and focused. While they work on more than one level, Sub-Themes are not as abstract or subtle as an Overarching Theme. Storylines are even more detailed, precise and particular. They combine a series of similar and related stories, events and incidents.

This Thematic Framework draws on the ongoing work of the Maine Mountain Heritage Network as a model. Steeped in local resources, traditions and stories, the Network has developed a series of thematic statements that are, with some modification and refinement, applicable statewide. While the framework delineated in this document has its own distinctive terms and themes, it very much builds on the previous work of the Heritage Network.

Goals

Clearly articulated interpretive goals are essential to the planning process. Such goals are especially important in helping to formulate interpretive themes or core messages. In the end these same goals also shape and impact the public programs that visitors encounter while touring the state.

Based on a review of key documents, meetings and interviews, the proposed interpretive goals for the Maine Nature Tourism Experience are:

- Develop meaningful themes and engaging public programs that highlight the interplay of nature, history and culture statewide.
- Identify themes and public programs that join the past, present and future, and, therefore, are relevant to the lives of contemporary visitors.
- Develop interpretive approaches that center around immersive experiences. Whether indoors or outdoors, immersive experiences are key to memorable and effective interpretation.
- Formulate themes, messages and programs that are authentic and indigenous to the state, while simultaneously addressing the interests and concerns of a larger American and worldwide audience.
- Generate a sense of community pride and encourage involvement while fostering an identity that is both genuine and immediately recognizable.

Overarching Theme: Living On The Edge

Bordering on Canada and the Atlantic Ocean, dotted with communities that are immediately adjacent to immense tracts of forests or the rugged seacoast, subject to extreme variations in weather and unrelenting winters, in more ways than one Maine and its residents live on the edge. These conditions make for sturdy character, inventive practices and a rich heritage. At the same time, these very same conditions have long made Maine attractive and exciting to a wide array of visitors. The challenge of engaging life without the easy comforts and amenities of modern civilization has for many years proven to be a magnet for people in search of adventure and immediate experience.

Ecologically, “an edge” has additional meanings. It is a place pulsating with life. Where meadow and woods meet, where land touches water, where one climatic zone intersects with another—all of which can be found in Maine--wildlife is diverse, abundant and active. Similarly, in cultural life there is parallel to this natural phenomenon. Where two cultures intersect—as in Maine where French-Canadian and Anglo-American cultures overlap—unexpected and unusual phenomena appear.

Today, as in past generations, the diverse ways in which life on the edge can be explored and experienced in Maine offers a gamut of meanings and attractions. Living on the Edge is an abiding characteristic of the state in light of its rich nature, history and culture.

Sub-Theme #1: Innovative By Nature

With a vast and rugged terrain of mountains, forests, seacoast, rivers and large lakes, Maine has virtually forced its inhabitants to become innovative, inventive and clever. Those who cannot grapple with the challenging natural conditions will not endure or survive. This state is not for the faint of heart. Furthermore, because nature is dynamic and constantly changing, solutions that work at one time are not easily applicable in another. Changes in nature demand flexible—rather than static--responses.

To make a living under these circumstances, residents of Maine have made use of the state’s natural resources, often in remarkable ways. Agriculturally, residents have marketed dairy products, apples, potatoes and maple syrup. Rivers have been harnessed for lumbering, papermaking, textile production, shoemaking and hydroelectric power. The forests have been logged, clear-cut and now finally managed. Granite and slate deposits mined. Rivers and ocean fished. Ice exported. A shipbuilding industry has bolstered the nation’s commerce and defense. Craftspeople have fashioned custom furniture, wreaths and specialty goods. For well over a century the nature based tourism industry has been a steadily growing part of the Maine economy and experience.

In Maine, even town life is to a degree shaped by nature. Because of location and access to resources some towns have become predominantly agricultural, others manufacturing centers, still others oriented to the lumber industry, while others have served as transportation hubs.

Sub-Theme #2: State Of Connectedness

Although population in Maine is generally sparse and natural barriers immense, over the generations, residents have gone to great lengths to surmount obstacles and make contact with one another. In many ways, Native Americans—forebears of the Penobscot, the Passamaquoddy, the Maliseet and the Micmac who still reside in the state--led the way in this regard. They not only developed trail systems for land travel and birch bark canoes for water transportation, but they were at the forefront in envisioning the entire natural world as a dynamic, interdependent and interacting entity.

In a more technological era, during the late nineteenth century residents of Maine constructed a far-reaching trolley system that connected most major towns and made it possible to travel from the Kennebec Valley to Kittery by trolley. Today the Allagash Wilderness Waterway, the Northern Forest Canoe Trail, the Carrabassett River Trail, the Nashua River Rail Trail and the famed Appalachian Mountain Trail (which terminates at Mount Katahdin) carry on an old tradition and are only a few of the water, bike and walking trails that join one part of the state to another.

Maine's towns and cities are yet another way in which the state's inhabitants have developed a myriad of ways to maintain contact and develop interdependent networks under challenging natural circumstances.

Sub-Theme #3: Maine In The World

Naturally, culturally and historically, Maine has always been a part of a larger world network. Wildlife knows no national, state or county borders, as the flocks of birds migrating to Maine testify each year. Similarly, generations of Passamaquoddy, who lived here well before Europeans settled in the area, freely passed between areas now called New Brunswick and Maine.

Over the centuries, French Canadians, English, Scotch Irish, Swedes, Finns and Italians among others have immigrated to Maine to make it home. In turn, Maine industrialists and entrepreneurs shipped textiles, ice, potatoes, fish, and shoes to distant ports long before the term "global economy" was conceived. Today, tourists from around the world vacation in Maine to experience firsthand the state's remote forests, mountains, rivers and lakes. Similarly, each year hundreds of hikers leave Georgia intent on hiking the entire Appalachian Trail, with its final 281 miles in the state. In short, although on first impression Maine appears isolated and apart, in fact it is—and has long been—a vital component of a larger world wide system.

Section 2

Appendix 2

Final Assessment

Notations

SITE	AVG	Access/landowner permission	Parking	Signage (existing & needed)	Mitigation required for sensitive areas	Toilets & hygiene concerns	Health & Safety Considerations	Capacity & carrying capacity issues	Maintenance & cleanliness issues	Proximity to community services	Regulatory Issues	Need for interpretive materials	Other Comments
Primary Sites													
Demonstration Forest	3.478	No issues. Site is waiting upon recommendations, landowner and managers are looking to increase usage and encourage sites promotion and inclusion.	Parking is adequate at facility for up to 6-8 vehicles. No additional parking is needed. Potential for clarification as to location of spaces and designated parking areas.	Minimal existing signage. Current sign is confusing, easily misinterpreted as a Tree Farm, not visible from Roadway. Signage only at site, no off site signs. Sign on RT 11 and turnoff suggested.	None needed	Primitive outhouse facility is present on site. Signage needed for facilities location as is different from others. No other concern.	Rough trails and terrain not readily accessible for individuals not capable of walking uneven paths up hills and through forested areas.	Currently site is under capacity and can carry more visitors	Site is clean, no waste facilities are present. Currently promoted as a carry-in/carry-out facility	Remote location, on dirt road. Not readily available to community services.	None known	Interpretive signs are present with guide from trail map. Interpretive materials could be moved from guide to on-site to remove need for map.	
Mount Kineo	4.867	Have landowner (Bureau of Parks and Lands) permission to include in itinerary.	Adequate parking available for cars at Rockwood boat ramp; adequate room for landing kayaks and canoe at Kineo; docking space for 10-12 power boats.	Adequate signage at Rockwood boat ramp but should be standardized. Could use additional interpretive signage while on Kineo.	None needed.	Sanitary facilities located at Rockwood boat ramp; none currently located on Kineo.	Crossing Moosehead Lake from Rockwood to Kineo can be hazardous when string winds develop; Indian Trail to summit of Mount Kineois steep and rugged.	No issues at present; site is under capacity at this time. Visitation will be self limiting due to difficult access.	BPL's Western Region does campsite maintenance while the Northern Region does trail maintenance.	One mile by water to Rockwood and then 18 miles to Greenville.	None known.	Interpretative signs at bottom of trail and at summit needed.	Chamber of commerce information regarding water shuttle location is inaccurate, since the location has changed in summer 2006.
Gulf Hagas	4.333	Dave Field will have to present request to board at next meeting.	Adequate parking at established site. Western site will need to be expanded parking.	Signage to AT and Gulf Hagas parking is adequate; also every vehicle must stop at an entrance gate where they can obtain additional directions or maps.	MATC maintains trail system. None other than additional trail maintenance.	Primitive outhouse facility at parking area; none available along trail.	Steep and rugged trails. Some fatalities have occurred over the years on Rim Trail.	Trails are already heavily used; MATC has not conducted a carrying capacity assessment but it is not a major concern at this time.	MATC maintains the Gulf Hagas trails.	Remote location; community services not readily available.	Regs are typical of Nat'l Park Service (no motorized vehicles, fires or camping).	Adequate signage.	The road in from Katahdin Iron Works was rough (potholes, wash boarding, etc.). Trailhead signs indicate the trail is rough, steep, and strenuous. Hiking the Gulf from this location may not be appropriate for small children
Lily Bay SP	4.130	Have preliminary landowner permission for inclusion in the itinerary.	There are 90 campsites and 25-30 parking spaces for day use. Boat Launch at Rowell Cove = 15-25 spaces with another 10 or so at Dunn. Parking determines quality of experience by limiting capacity. No plans to expand.	Good directional signage. No further recommendations.	None needed .	Shower/restroom facility with baby changing station. Shower is ADA accessible. Two units with large number of camp sites. Beach not ADA accessible. Two handicapped accessible campsites/wheelchair.	None known.	Lily Bay is often at capacity for camping in July and August. 20% on non-reserved basis. Close to further use 5-10 times per summer. Day use is less likely to be at capacity. Open May 15 - Columbus Day. Reservations made at www.campwithme.com	Very well maintained and clean. Maintained by Parks & Rec.	The park is located about 10 miles from downtown Greenville where most services are available.	Regulations are those typical of all State parks. Dogs allowed on leash. Hunting allowed at least 300' away from all buildings/people, etc.	Adequate signage. There are a few interpretive signs on trees identifying species. No real need for interpretive signage here.	Excellent boating facilities with ramps and excellent water access; Excellent swimming beach and playground facilities for children.
Peaks Kenny SP	4.087	Have landowner permission for inclusion in itinerary. This 800 acre park closes Sept 30 and opens April 15, though the park is open for use 365 days per year by walking in. The gate is 1.5 miles from the beach. Great capacity for additional	Currently have adequate parking for 100 cars. Sometimes close park in July & August (10 times) due to heavy day use and camping. Discussion underway about increasing parking area by the gate for winter sports access.	Good directional signage. No further recommendations.	None needed currently. Ten miles of hiking trails not heavily used and are kept natural. Increased use is encouraged.	Excellent water quality. This park has 56 camping sites, 16 of which are available without reservations. Thus the campground is generally full. The day use at this park is more fully	None known. Extremely high quality water - some of the purest in Maine!	Hiking trails have plenty of additional capacity. Beach area is at capacity approximately 10 times during July & Aug. Camping sites are at capacity from July 4 - Aug. Additional capacity for off season and weekday use.	Park is well maintained and very clean. Water quality is outstanding.	Park is located 4.5 miles from the nearest hospital and all services in Downtown Dover-Foxcroft.	Regulations are those typical of all State parks.	Adequate signage.	Boat ramp is about two miles from the park in another area of the lake. Old water system forces early closure due to length of time it takes to drain in prep for winter.
Borestone Mt.	4.478	Landowner happy to have site included in itinerary. This 1700 acre park is open 365 years without staffing. Staff is available from May through September.	Current parking offers space for 6-10 vehicles if they park each other "in". The Audubon Society is currently working to upgrade the parking area and make it more user friendly.	Two directional signs exist leading in to the site, but better signage is needed in Guilford and Willimantic.	None currently needed. Audubon monitors very carefully.	Public restrooms with composting toilets are located 1 mile up the trail, about half way. Audubon Society maintains this facility.	Some visitors should not go to the summit, but can stop and wait at the interpretive site halfway.	This 1700 acre site has capacity for 4,000 to 5,000 visitors. The current average is 3,000 so there is available capacity.	The site is generally clean and well maintained. The trail is being upgraded currently.	Borestone is located about 5 miles from Monson for basic services, i.e. gas, convenience food, etc. Nearest hospital is 15 miles.	No Dogs. No off-trail exploring. No collecting of plants, etc. No hunting, trapping, fishing in the preserve.	There is interpretive signage at the entrance to the site.	This site is open to the public 365 days a year, but with no personnel during the majority of the year. The purpose of this site is to connect people with nature!
NREC Interpretive Trail & Resource Center	3.783	To reach the trailhead from the parking lot, visitors must negotiate down a grassy slope that may be slippery when wet. No other physical barriers. Have landowner permission for inclusion in itinerary.	Resource is adjacent to MDOT rest area. Parking area can accommodate 15-20 cars currently. No additional parking needed until visitation increases.	Trail signs need to be improved. Signage is within the rest area. Needs directional signage recognizing the resource from the roadway.	None at this time. There is an adjacent area that NREC would like to include in the trail system that may require a boardwalk because of the wetness and	The rest area includes privies, picnic tables with shelters and grills. Well-maintained. Proposed NREC facility will provide interpretive facilities in the future and greatly enhance the site. Over	None known.	Currently the site sees limited usage. Could handle 100+ visitors before needing to address any mitigation issues.	Maintained by the NREC group and MDOT. Site is well maintained and clean.	This resource is less approximately two miles from downtown Greenville where most services, including a hospital, are available.	None known.	There is interpretive signage at the trailhead, but trail signage needs to be improved and interpretive materials noting the species that have been identified would be helpful.	
AT Trailhead	4.304	Landowner permission for inclusion.	Parking area will be undergoing improvements to appearance and configuration. MDOT access issues will also be addressed.	Need better signage; no directional signs currently exist.	Maine AT and ATC monitor.	No sanitary facilities currently exist at trail head.	None known.	Trail system not currently at capacity, except summer weekend use in the Gulf Hagas area.	Well maintained through the use of volunteers.	Some areas are closer to community services than others, i.e. Monson is approx 2 miles from the trail. Most of the trail is fairly remote from community services.	Regulations established by AMC		Upgrades are being planned for the parking area and trailhead by PCEDC group.
Katahdin Iron Works	3.826	Have landowner permission for inclusion in itinerary.	Adequate parking capacity.	There is no directional signage when traveling from Brownville toward KI.	None needed.	No sanitary facilities on state land. There is a privy located behind the gatehouse.	None known.	Site is under capacity.	There is no maintenance staff on-site.	Remote location; community services not readily available.	Site is protected under Maine Antiquities Act.	Adequate interpretive signage in place; BPL is re-developing their brochures, however.	Needs directional signage on Rt. 11 when coming from Brownville
Little Moose Unit BPL	4.043	Site is accessible and open to the public free of charge. Bureau of Parks and Lands oversees this site.	Adequate parking for 20+ vehicles at entrance and much more parking at the Big Moose Mountain Trailhead. Initial parking area is unattractive (potholes & trash) with inadequate explanation of all the recreational options	Only directional sign is the blue sign at the entrance on Rt. 15. Interpretive signage is located throughout the site at various access points.	None Known.	Privies are located throughout the unit at the campsites only. Campsites are located on the ponds in this unit. There are no other comfort facilities available on this unit. Gravel Pit	Some hikes (off the gravel roads) are more rigorous than others, People should be in good physical condition.	This is a very large unit with great carrying capacity. The unit currently gets very limited use therefore has great capacity.	Site sometimes after a weekend has some trash.	This unit is within five miles of downtown Greenville with most services, including a hospital.	All traditional uses are allowed on this unit, including ATVing, hunting, mountain biking, etc. All trails are shared use. Permits are required for campfires.	Interpretive signs are located at the trailheads throughout the unit. Campsite regulations are posted at each campsite within the unit. Maps and interpretive materials would be helpful to the public to find their way through this diverse and unit	BPL uses size of parking lots to limit use and maintain quality of experience
Kennebec River Outlets	3.696	Dam is privately owned. Permission to include dam is likely but final decision rests with home office.	Parking areas on both sides of Kennebec River are state owned. Parking for the dam is at these locations. Parking should be expanded.	Needs additional signage.	None known.	No public sanitary facilities available on-site.	None known.	None known.	State is responsible for parking area. Dam is privately owned.	Site is approximately 10 miles from Greenville.	Maine State fishing regs.	No interpretive signage currently at the site.	IF&W is planning major upgrades to these sites in 2006-07.

SITE	AVG	Access/landowner permission	Parking	Signage (existing & needed)	Mitigation required for sensitive areas	Toilets & hygiene concerns	Health & Safety Considerations	Capacity & carrying capacity issues	Maintenance & cleanliness issues	Proximity to community services	Regulatory Issues	Need for interpretive materials	Other Comments
Primary Sites													
Moosehead Marine/ SS Katahdin	4.261	Moosehead Marine Museum supports inclusion on the itinerary. This resource is easily accessible.	Ample parking is available in the public parking lot adjacent to the museum. Additional public parking is accessible to the museum by a short walk along the boardwalk and across Pritham Avenue.	Blue directional sign is located at the intersection and signage on the Museum. The "Katahdin" is highly visible from the road in downtown Greenville from any direction.	None needed.	Public restrooms are available on the "Katahdin" and in the museum.	The only safety issues are those associated with any cruise boat. The "Katahdin" is licensed by the U.S. Coastguard and has to be in compliance for operations.	The only safety issues are those associated with any cruise boat. The "Katahdin" is licensed by the U.S. Coastguard and has to be in compliance for operations.	The facility is clean and well maintained by the Moosehead marine Museum, a private, non-profit board of directors. The Marine Museum consists of the vessel "Katahdin" and a small museum located on the shore where the vessel is docked.	Facility is located in downtown Greenville. The "Katahdin" cruises Moosehead Lake between Greenville, Mt. Kineo and occasionally to Northeast Carry.	The boat is non-smoking and under U. S. Coastguard regulations.	Interpretive materials are located throughout the vessel and the museum which help to place the boat within the history and culture of the North Maine Woods. The captain talks about the history and culture throughout the cruise describing the importance of the logging history to the region.	
Sebeois Lake BPL Unit	3.652	Bureau of Parks & Lands is agreeable to include this site in the itinerary. North Maine Woods under contract maintains the site.	There is currently parking room for 6 vehicles at the first boat launch. If use increases, more parking will be needed.	Needs better directional signage.	None Needed.	One pit privy is located at each boat launch.	This site lacks land based campsites - only 5-6. Most camp sites are water access. Best wildlife viewing is by water or on a short one mile trail well into the unit. Many people do not go that far over rough road.	Site is at capacity on weekends. Best opportunity to find a campsite is mid-week. Site is cleaned and cleared of trash only once weekly.	Facility was recently cut with slash left near road as of this site visit. This has been cleaned up since that visit. Road was a bit rough.	Nearest communities are Brownville Jct. and Millinocket which are about 10-12 miles. Millinocket has a hospital.	Regulations are the same as most BPL Units.	Maps are available through BPL.	
Secondary Sites													
Pleasant River Walk	3.130	Site access is available and open to the public	Adequate parking on site. Parking is located on town park site and River Walk begins on North end of the playground	Minimal signage to site. Small access sign appears on left side of road. Trailhead sign points to culvert making it difficult to access trail. Larger sign to parking facilities, move sign to adequately direct walkers to trail.	None needed	No facilities on site	Narrow overgrown trail with stumpage/roots/cables. Visitors should know limitations before walking trail and proceed at their own risk.	Site is under capacity and could handle much more usage	Site is fairly clean, maintained by volunteers. Visible debris left over from former Landfill adjacent to trail.	Site is located within town limits adjacent to a residential neighborhood and community services.	None known, easements have been put into place across multiple landowners thus access is guaranteed.	Additional interpretive material is needed. Further directive signage and interpretive material should be considered.	
Guilford River Walk	3.435	Site access is well maintained and open to the public. The site is maintained by private companies for the town of Guilford and they want to be included in the itinerary	A newly constructed parking area is adjacent to the site that can handle 8-10 vehicles. Although there was a little erosion after the June rains, that is easily mitigated.	A brand new sign at the entrance to the site is visible coming from Sangerville. There is no signage from Guilford or from Dover-Foxcroft on Rt. 15.	Mitigation was needed for erosion an the parking area, but has been taken care of.	No facilities on site	This trail, just under 1 mile long, is pleasant and cool with hardwood overstory. The trail is wide and well maintained. There are picnic tables and benches for resting and relaxing along the river.	Site is under capacity, though used by many local people.	Well maintained and clean. Maintenance is done by hardwood Products, The cartwright Family and Pride Manufacturing.	Site is within the town of Guilford and adjacent to a residential area.	None known. Land donated by the Cartwright family.	Interpretive signage would be nice. Locals say that osprey, eagles and other species can be sited here, but one could easily miss that. Timing is everything!	
Ripogenous Dam	3.087	Access granted through FERC licensing.	Minimal parking is available 4-6 spaces on side of access road. Adequate to meet the needs of the facility	Minimal signage, access from private road, additional signage is recommended, but may not be encouraged.	none needed	None available	Railings and protective measures are made on both sides of Dam, access trail on north side of dam has rough terrain and steep cliffs. Anyone able to walk smooth path should be able to navigate dam facility.	Site is currently under capacity for usage. Site could maintain more visitors.	Site is clean. Facility is maintained by the hydro power company and visitors, however no disposal facilities are available	Site is remotely located to Millinocket (35 miles) or Greenville (30 miles) via private road	FERC regulations pertaining to access	Minimal interpretive materials exist on site. Further explanation as to historical information, dam and regional species may add to experience.	
Dolby Pond Picnic Area	2.652	Access granted through BPL rest stop	minimal parking is available (4-6 spaces). Adequate to meet the needs of the facility	Signage is adequate	None needed	Portable toilet available on site	No concern	Site is currently under utilized	Site is adequate, facility is maintained by BPL. Visible trash is evident on site and should be cleaned more often	site is located between Millinocket and East Millinocket (3.5 miles) from local services	none known	None on site currently, explanations of Dolby Pond and history of waterbody and logging may add to the sites interpretive value.	

Site	Permission	Contact	Description	With Changes	Infrastructureal Changes	Budget
Piscataquis County Demonstration Forest	Yes - permission rec'd.	Joanna Zink Tarrazzi; Exec. Director; Piscataquis Soil & water Conservation District; 42 Pine Crest Drive; Dover-Foxcroft, ME 04426; 564-2321	OK	None	Signage (paid for, but not produced)	
Mount Kineo	Sent to DOC; descrip returned; no permissions.	Tim Haskell, Maine DOC, Bureau of Parks & Lands; 106 Hogan Rd., Bangor, ME 04401; 941-4014	Changes		minor trail repair being handled by BPL	
Gulf Hags	Yes - permission rec'd.	Dave Field, U Maine; Donald K. Stack; President; 11 Patten Farm Rd.; Buxton, ME 04093	Changes	Changes made	OK; may need expanded parking with increased use	
Lily Bay State Park	Sent to DOC; descrip returned; no permissions	Tim Haskell, Maine DOC, Bureau of Parks & Lands; 106 Hogan Rd., Bangor, ME 04401; 941-4014	Changes		upgrade bathhouse, playground, etc.	845,760.00
Peaks Kenny State Park	Sent to DOC; descrip returned; no permissions.	Tim Haskell, Maine DOC, Bureau of Parks & Lands; 106 Hogan Rd., Bangor, ME 04401; 941-4014	Changes		update water system to allow for longer season	843,760.00
Borestone Mountain Audubon Preserve	Yes - permission rec'd.	Robert S. Savage; Director of Property Management; 20 Gilstrap Farm Rd.; Falmouth, ME 04105; 781-2330 X 228	Changes	Changes	OK	
NREC Interpretive Trail & Resource Center	Yes-permission rec'd.	Eric Ward; Darci Schofield, PO Box 1363, Greenville, ME 04441; 695-3596	Minor Changes	Minor changes	OK	
Appalachian Trail Trailhead	Yes - permission rec'd.	Douglas Kane; Regional Wildlife Biologist; P.O. Box 551; Greenville, ME 04441; 695-3756	Minor Changes	None	parking area needs resurfacing; signs	4,500.00
Katahdin Iron Works	Sent to DOC; descrip returned; no permissions.	Tim Haskell, Maine DOC, Bureau of Parks & Lands; 106 Hogan Rd., Bangor, ME 04401; 941-4014	Minor Changes		need structural repairs on the kiln and furnace; no engineering yet	200,000.00
Little Moose Unit Bureau of Parks and Lands	Yes-permission rec'd.	Peter D. Smith; Regional Land Manager; P.O. Box 327; Farmington, ME 04938; 778-8233	OK	None ?	upgrade parking area, kiosk	6,000.00
Kennebec River East Outlet	Sent to IF&W; These sites will not be ready until 2008.	Contact for permission unresolved between: Florida Light & Power Inland Fisheries & Wildlife; sites will not be ready until summer 2008 for promotion	?		Florida Light & Power upgrading parking areas and access as part of FERC relicensing process	
Kennebec River West Outlet	Sent to IF&W; These sites will not be ready until 2008.	Contact unresolved between: Florida Light & Power Inland Fisheries & Wildlife; sites will not be ready until summer 2008 for promotion	?		upgrading parking areas and access as part of FERC relicensing process; toilets might be needed in future	
Moosehead Marine/ SS Katahdin	Sent to Bruce Porter; Permission not yet received	Bruce Porter, Mgr. P.O. Box 1151, Greenville, ME 04441; 695-2716			OK	
Sebeois Lake BPL Unit	Yes-permission rec'd.	Chuck Simpson; Bureau of Public Lands; P.O. Box 415; Old Town, ME 04468; 827-1818	OK	None	upgrade parking area, kiosk	8,950.00
Pleasant River Walk	Sent to Sophia Wilson - not returned	27 Church St, Brownville, ME 04414; 965-2561			define trail with bark mulch; move the sign back to actual trailhead	1,000.00
Guilford River Walk	Yes-permission rec'd.	Terry N. Young; General Mgr/COO; P.O. Box 149; Guilford, ME 04443; 876-3311	OK	minor change	OK	
Ripogenous Dam	Contact/permission not yet resolved		?		wait until later on this site	
Dolby Pond Picnic Area	Sent to DOT/Permission yet unresolved	Bob LaRoche will see if someone will sign off	?		OK	
						1,909,970.00

Section 2

Appendix 3

Phone Interview

Forms

Questions to Discuss with Site Owners/Managers

The Maine Highlands and Piscataquis County are in the process of developing a nature based tourism itinerary that will include some related cultural and historic sites. Once developed, the itinerary will be marketed to attract visitors to our region of Maine to participate in the nature experience. We want to be as certain as possible that we have examined these potential sites for issues that might cause us to eliminate a site from consideration or a site that might require some mitigation effort to allow inclusion in such an itinerary.

In order to accomplish that, we would like to ask a few questions related to the (Site Name) _____ which is a site under consideration and, as we understand it, is managed by your organization.

Do you have a few minutes now to have this conversation or, if, not, could you offer a better time to have this conversation?

Modifiers and Constraints

Ecological

Can this site tolerate visitors without disrupting the delicate ecological balance?

Would it be hazardous to the site resources to recommend this site for inclusion?

Is this site at or near capacity?

If not, how much more traffic do you feel the site can withstand without introducing mitigation factors?

(See 1-5 factors)

Physical

Are there physical barriers that prevent or inhibit easy access to the site? (Access)

(See 1-5 factors)

Social

Would the Piscataquis Tourism Task Force have your organization's support for including this site in an itinerary such as we have described?

(See 1-5 factors)

Cultural

Are there cultural reasons related to the area's people or history that would preclude this site from being included in a public itinerary?

Is there a culture that would be enhanced by the site's inclusion in the itinerary?

See 1-5 factors)

Health & safety

Are there any health or safety concerns regarding this site that would cause a site visit to be difficult or dangerous?

Who is responsible for the maintenance and cleanliness of this site?

(See 1-5 factors)

Regulatory

Are there any regulatory restrictions regarding this site?

(See 1-5 factors)

Political

Is your agency willing to have this site included in an itinerary?

Are there any political concerns related to it's inclusion?

(See 1-5 factors)

Economic

Are there economic concerns that would cause your agency to be concerned about the inclusion of this site in the itinerary?

(See 1-5 factors)

How many parked cars do you feel this site can comfortably accommodate?

What is the proximity of this site to community services?

Do we have your permission to include this site in a nature based itinerary? Are you willing to sign a document giving your permission for this site to be included on the itinerary that we are developing?

Manager's Name: _____ (print)

Fax Number: _____

Email address: _____

Mailing Address:

City

State

Zip

Section 2

Appendix 4

Signage Inventory &
Database Samples

PHOTO_#	BLUE_SIGNS	BROWN_SIGN	GREEN_SIGN	CITY_LIMIT	ROUTE	OTHER	LAT_DEGR	LAT_MIN	LAT_SEC	LAT_DD	LONG_DEGR	LONG_MIN	LONG_SEC	LONG_DD	NOTES
10			X		X		45	36	0.793	45.6002	68	31	0.934	-68.5169	Mt. Katahdin Baxter State Park 157/11
22						X	45	39	0.593	45.6502	68	36	0.908	-68.6003	Rest Area 1500 ft right
23						X	45	39	0.717	45.6502	68	37	0.191	-68.6167	Rest Area Dolby Flowage State of Maine DOT
24						X	45	39	0.763	45.6502	68	37	0.203	-68.6167	Camping Areas/Litter
41		X					45	39	0.449	45.6501	68	39	0.093	-68.6500	BSP Info Tune to 1610AM
63		X					45	39	0.635	45.6502	68	42	0.767	-68.7002	BSP 16 Miles
65						X	45	40	0.528	45.6668	68	43	0.471	-68.7168	BSP (Vehicle Limits, rules, etc.)
69						X	45	43	0.260	45.7167	68	50	0.014	-68.8333	BSP Rules
75		X	X				45	44	0.567	45.7335	68	51	0.048	-68.8500	BSP 8/ Allagash 40/ Greenville 58
79			X				45	48	0.250	45.8001	68		0.880	-68.8836	BSP Entrance Ahead
80			X				45	48	0.423	45.8001	68	54	0.040	-68.9000	Baxter State Park
82			X				45	44	0.600	45.7335			0.065	-68.8500	Millinocket / BSP
3		X					45	11	0.056	45.1833	69	13	0.816	-69.2169	Peaks Kenny SP Sign
42, 43, & 44	X						45	17	0.524	45.2835	69	30	0.279	-69.5001	LG Kelley & Sons (Red)/ Borestone Mountain Sanctuary (White) / A Fierce Chase (Green) - Skis on sign
53			X				45	21	0.035	45.3502	69	35	0.196	-69.5834	Shirley/Greenville & Moosehead Lake Region
83 & 84			X				45	27	0.515	45.5835	69	35	0.499	-69.5835	Recreational Area / International Lakeland Trail
85 & 86		X			X	X	45	27	0.528	45.5835	69	35	0.495	-69.5835	Lily Bay State Park / 6/15 / Moosehead Trail
97						X	45	29	0.354	45.4834	69	39	0.961	-69.6503	Dept. of Conservation Public Lands Little Moose Bureau of Parks & Lands
109 & 110		X		X	X	X	45	27	0.537	45.4501	69	35	0.493	-69.5835	6/15 / LilyBay Stet Park / International Lakeland Trail
122	X						45	17	0.654	45.2835	69	30	0.409	-69.5001	LG Kelley & Sons (Red)/ Borestone Mountain Sanctuary (White) / A Fierce Chase (Green)
160		X					45	11	0.056	45.1833	69	13	0.893	-69.2169	Peaks Kenny State Park
188			X			X	45	18	0.328	45.3001	69	2	0.118	-69.0334	Millinocket/Lakeview Plt./to Pleasant River Walk
198			X				45	32	0.264	45.5334	68	52	0.856	-68.8669	W Sebois
208			X		X		45	39	0.645	45.6502	68	42	0.756	-68.7002	BSP/Medway/11/157/ to 95
219		X					45	24	0.530	45.4001	69	3	0.666	-69.0502	Katahdin Iron Works
255			X				45	11	0.167	45.1834	69	13	0.845	-69.2169	Peaks Kenny State Park / Bangor / Guilford
100-0695			X				45	37	745.000		68	30	352.000		MEDWAY - BAXTER STATE PARK ALLAGASH WATERWAY
100-0678	X						45	40	801.000		68	29	566.000		SCENIC VIEWS OF KATAHDIN 2 MILES
100-0679	X						45	42	355.000		68	28	733.000		SCENIC VIEWS OF KATAHDIN 2 MILES
100-0914			X				45	34	464.000		68	32	594.000		BSP NORTH ENTRANCE SOUTH ENTRANCE
100-0916						X	45	35	253.000		68	32	513.000		BSP PARK RESTRICTIONS
100-0924			X				45	35	929.000		68	31	970.000		EXIT 244 157 TO ALLAGASH BSP
100-189			X				44	54	936.000		69	15	784.000		Rt 7 N MOOSEHEAD LAKE REGION
100-196			X				44	55	270.000		69	15	613.000		Rt 7 N MOOSEHEAD LAKE REGION
100-252	X						45	1	598.000		69	17	317.000		Rt 7 N MOOSEHEAD LAKE REGION
100-0517			X				44	50	212.000		69	17	59.000		Rt 7 N / Rt MOOSEHEAD LAKE REGION

Sign Inventory Work
Piscataquis County-wide

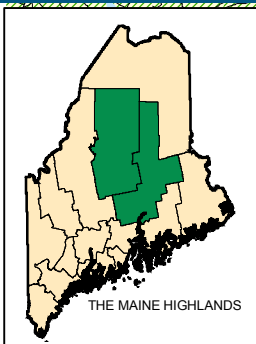


Section 2

Appendix 5

Itinerary Map and Signage

Draft Piscataquis Tourism Task Force Assessment (as of June 30, 2006)



SITE LOCATIONS

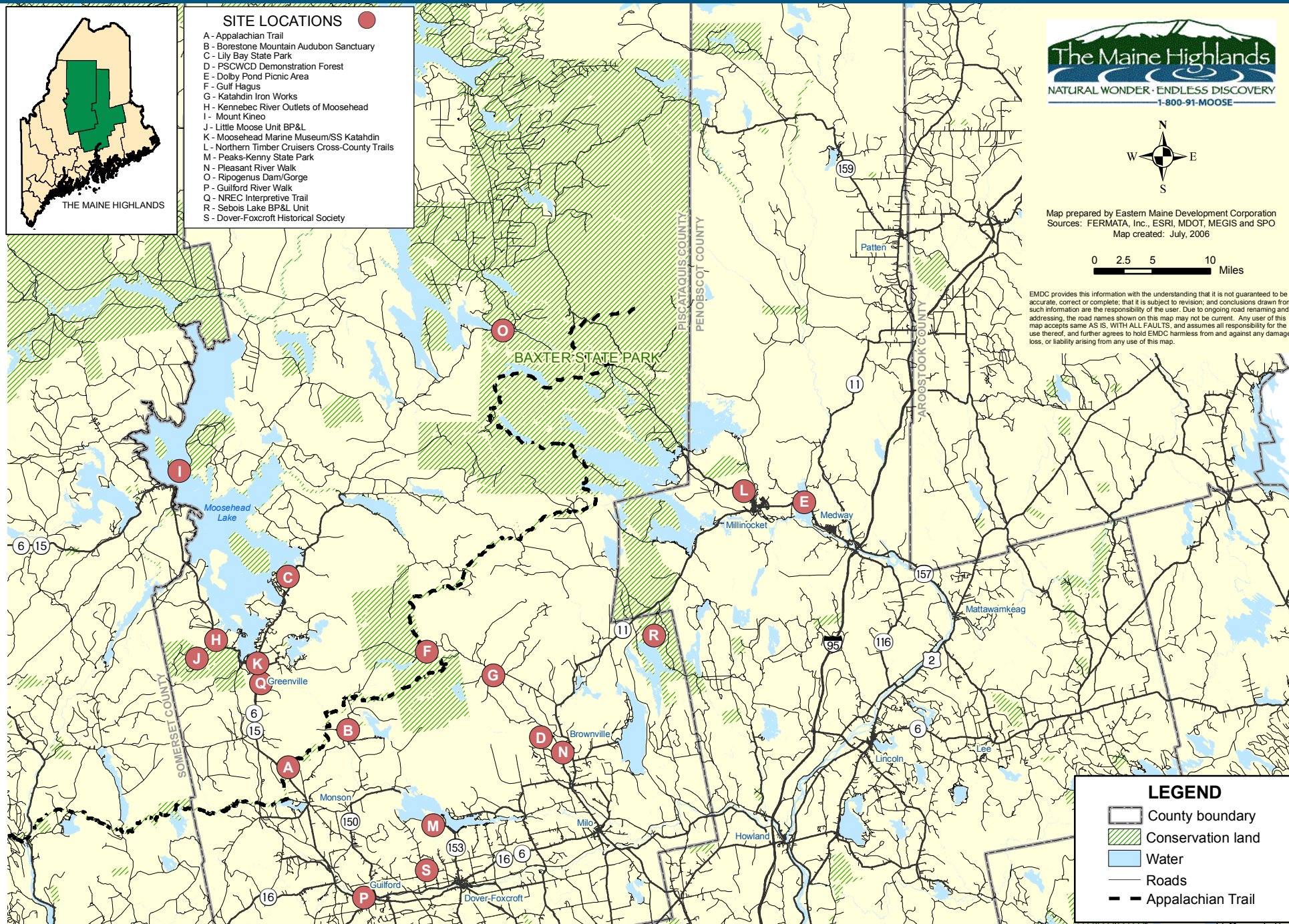
- A - Appalachian Trail
- B - Borestone Mountain Audubon Sanctuary
- C - Lily Bay State Park
- D - PSOWD Demonstration Forest
- E - Dolby Pond Picnic Area
- F - Gulf Hagas
- G - Katahdin Iron Works
- H - Kennebec River Outlets of Moosehead
- I - Mount Kineo
- J - Little Moose Unit BP&L
- K - Moosehead Marine Museum/SS Katahdin
- L - Northern Timber Cruisers Cross-County Trails
- M - Peaks-Kenny State Park
- N - Pleasant River Walk
- O - Ripogenus Dam/Gorge
- P - Guilford River Walk
- Q - NREC Interpretive Trail
- R - Sebosis Lake BP&L Unit
- S - Dover-Foxcroft Historical Society



Map prepared by Eastern Maine Development Corporation
Sources: FERMATA, Inc., ESRI, MDT, MEGIS and SPO
Map created: July, 2006

0 2.5 5 10 Miles

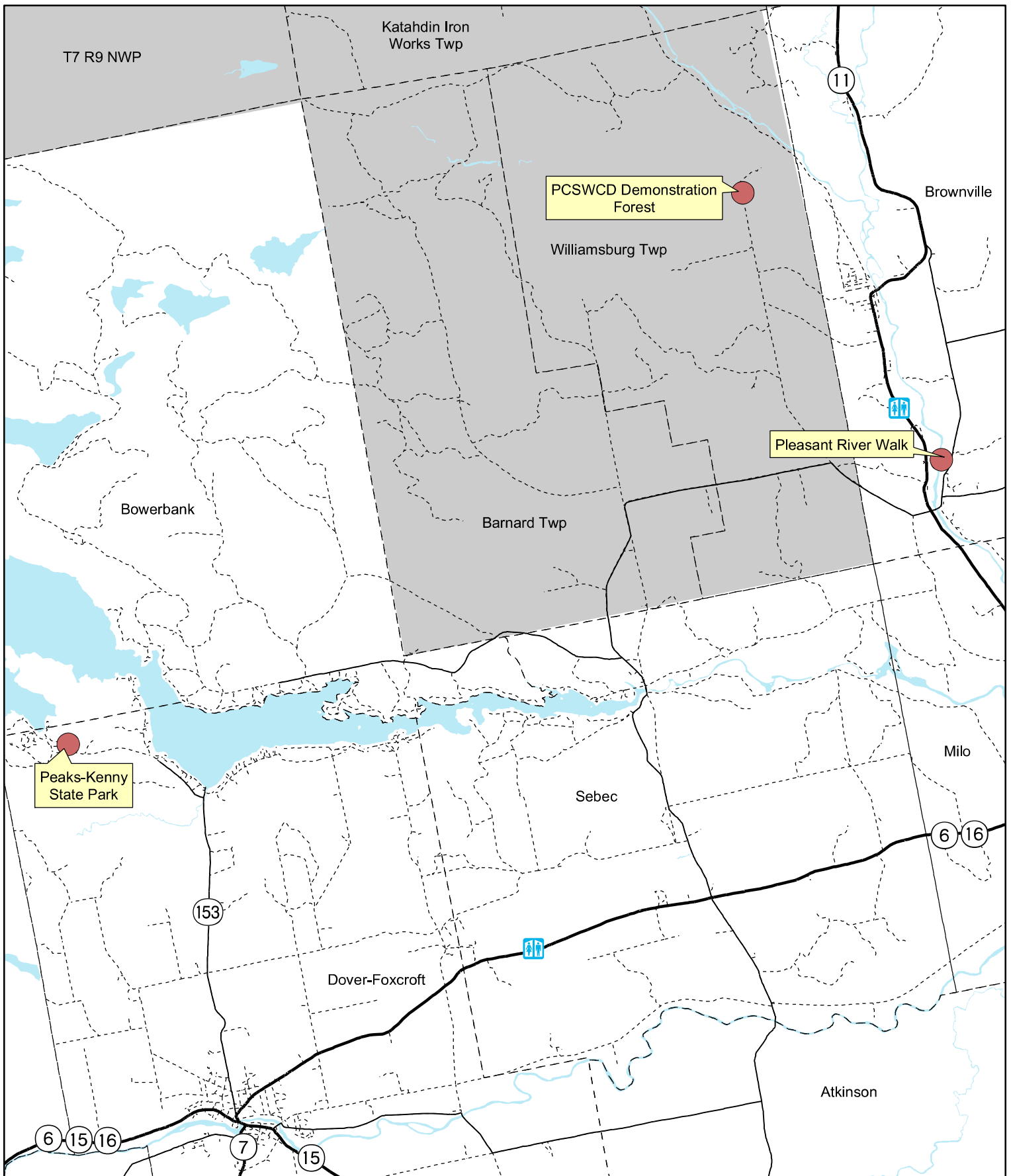
EMDC provides this information with the understanding that it is not guaranteed to be accurate, correct or complete, that it is subject to revision, and conclusions drawn from such information are the responsibility of the user. Due to ongoing road renaming and addressing, the road names shown on this map may not be current. Any user of this map accepts same AS IS, WITH ALL FAULTS, and assumes all responsibility for the use thereof, and further agrees to hold EMDC harmless from and against any damage, loss, or liability arising from any use of this map.



LEGEND

- County boundary
- Conservation land
- Water
- Roads
- Appalachian Trail

Section 2
Appendix 6
Detailed Maps with Signage



NATURE ITINERARY: BROWNVILLE - DOVER-FOXCROFT AREA

0 1.25 2.5 Miles

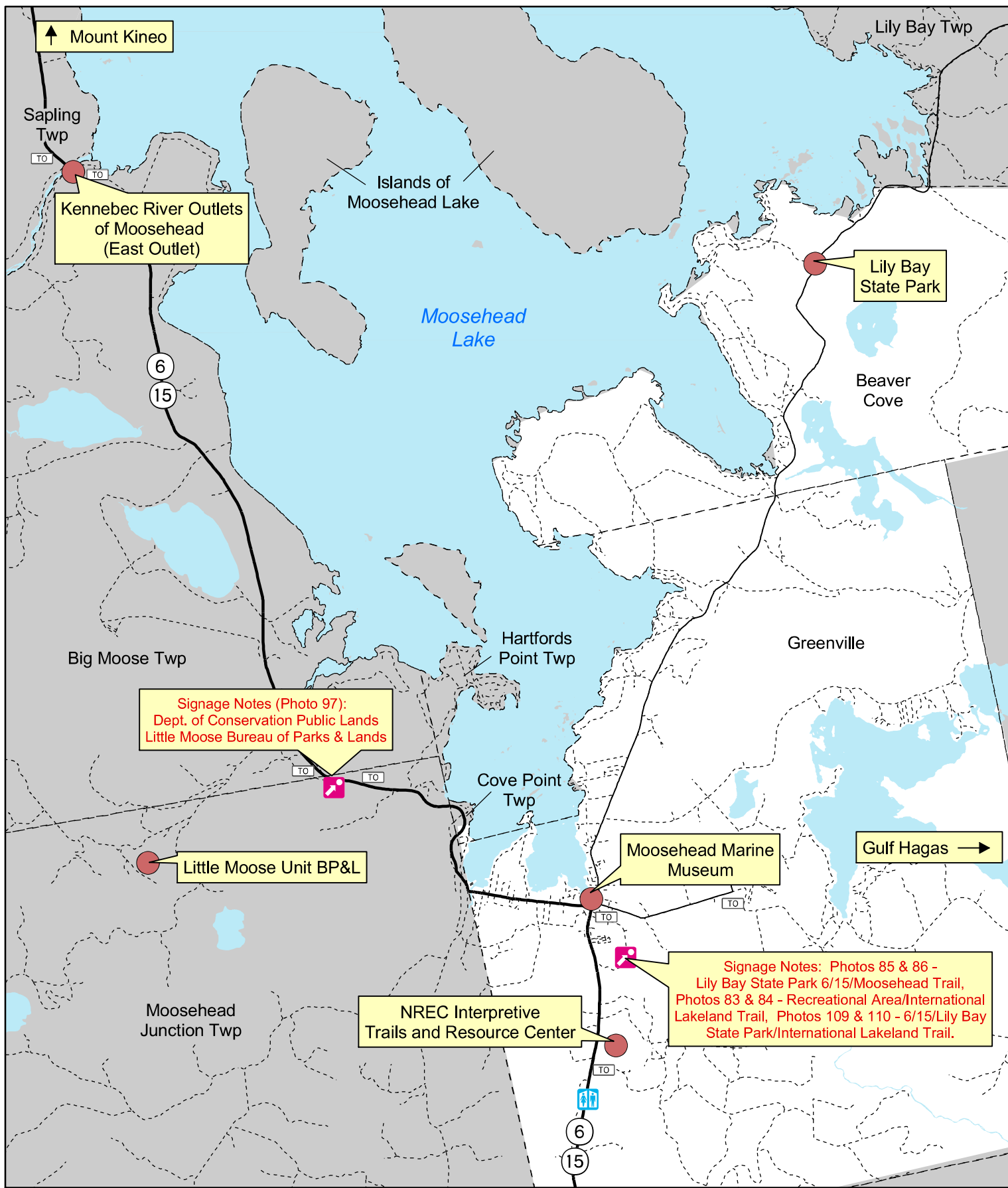
Sources: Piscataquis Tourism Task Force, Eastern Maine Development Corporation, MEDOT and MEGIS
Map revised: May, 2007



LEGEND

● PTF Sites MDOT Rest Area

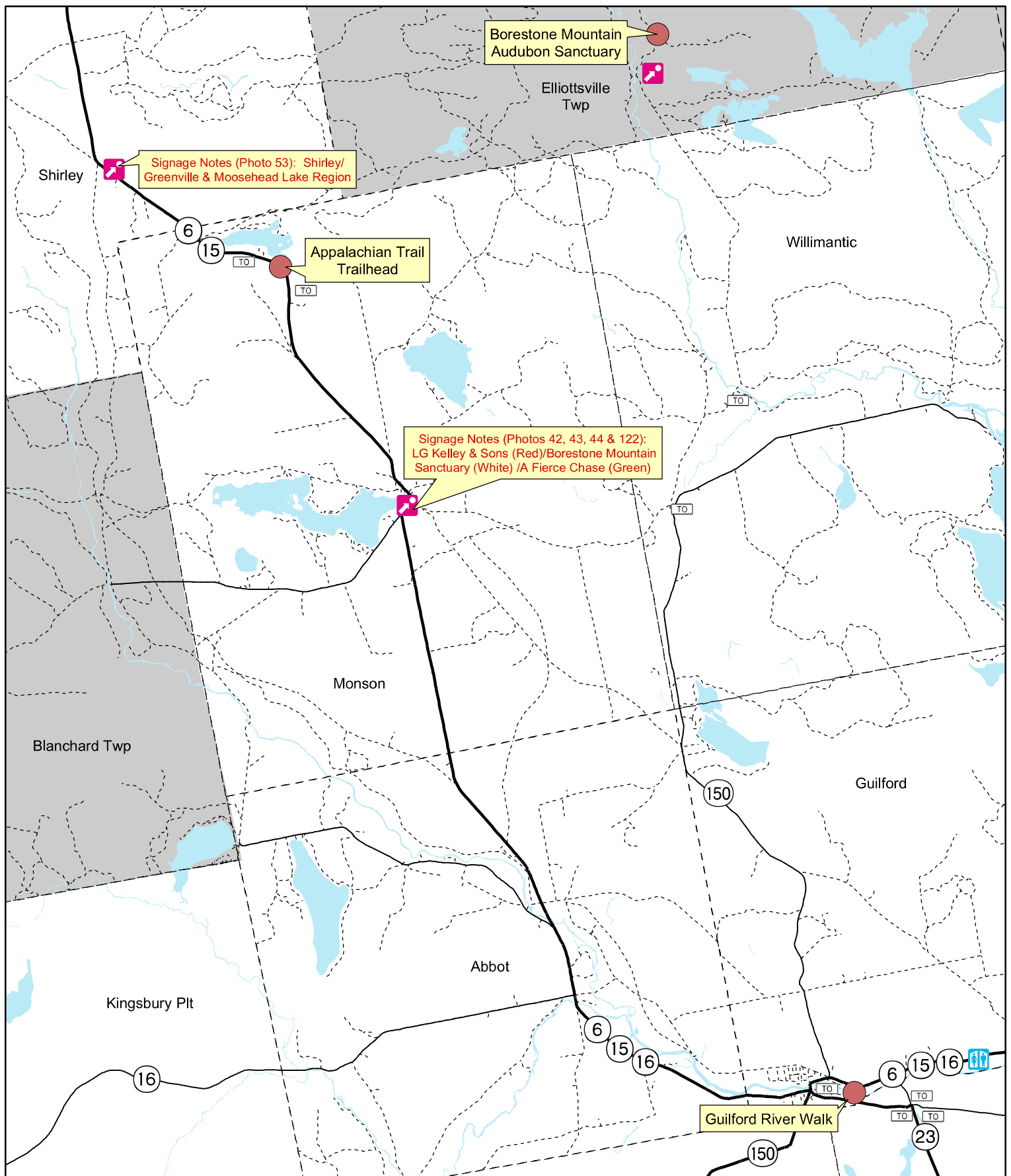
Locations are approximate. Unorganized territories shaded in grey.



SIGNAGE FOR PTTF ITINERARY: GREENVILLE AREA

Sources: Piscataquis Tourism Task Force, Eastern Maine Development Corporation, MEDOT and MEGIS
Map created: September, 2006

Locations are approximate. Unorganized territories shaded in grey.



SIGNAGE FOR PTTF ITINERARY: SHIRLEY - GUILFORD AREA

0 1.25 2.5 Miles

Sources: Piscataquis Tourism Task Force, Eastern Maine Development Corporation, MEDOT and MEGIS
Map created: September, 2006



LEGEND

- PTTF Sites
- Signage
- TO MDOT Rest Area
- TO Directional Sign (recommended)

Locations are approximate. Unorganized territories shaded in grey.

Section 2
Appendix 7
Signage Proposal

11/14/06 Signage Meeting at MOT with DOC, DOT, Regional Partners

Present: Dina Jackson, Gary (Downeast RC&D), Bob LaRoche, Peter Smith, Tom Desjardins, Mark Michaud, Alvion Kimball, Donna Fichtner, Phil Savignano, Jeff Rowe.

INTERPRETIVE SIGNS

Interpretive signs: The group agreed on the style of interpretive sign that is used in the scenic byway program for consistency throughout the state. (Two broad granite posts with a slightly tilted flat composite sign surface resting between the two posts.)

Size: Each sign is 2' x 3' and can handle a maximum of 75 words of text; currently there is no uniform font being used.

Realistic Timeframe: Once the wording is all determined and written: 18-24 months to placement on the ground. They contract for design, construction and building. Might be able to shorten the timeframe if we contracted our own design firm, but we would likely use the same contractors the DOT uses and it would really be quicker to go through Bob LaRoche, more than likely.

Style: See Interpretive guidelines. The story needs to be told from a local perspective.

Locations: We tell Bob where we want the signs and he will site them. Any rest area is OK. They will look at ingress/egress issues.

Per Unit cost: \$3,000 - \$4,000 each sign; Bob estimated 3 signs per site.

List of Contractors: 1 manufacturer in Quebec and a few others; savings to a degree when ordered in multiples (50) so might see cost savings by ordering through DOT.

WAYFINDING SIGNS

DOT does all of DOCs wayfinding signs, so we will be working through DOT. Brown with white lettering with activity icons on bottom = DOC signs for recreation areas; some have the hanging Blue signs on a yardarm. Blue signs are generally considered informational signs.

Discussed trail designations like Moosehead and Katahdin Trails. Bob agreed that we could have a small sign that would be uniform statewide that would designate the nature itineraries. The signs would go on existing signposts to help assure the visitor that they are on the right road.

Warning signs announcing a site 1 mile ahead are only placed at decision points.

Size: Byway signs are generally 2' x 3' or 4'x5'
Cost: \$300 per sign either size.

Common Nature Trail logo: All agreed to use a common designation. The chickadee was suggested and everyone liked the idea. Bob will go back and talk with the designers.

Color: Yellow, Red and Orange are all not available. They will determine another color.

Recreational symbols: Size is generally 12' x 12'.

Possible DOT funding availability: Not until summer of 2008; If the scenic by-way project goes through, there would be some money available for signage on that portion of the trail under that project according to Bob LaRoche. (Ask John Noll about status of the scenic by-way proposal.)

Meeting adjourned at 4:00pm.

SITE	Site Owner/Contact	Signage (existing & needed)	Directional Recommendations	Need for interpretive materials	Interpretive Recommendations
Primary Sites					Caveat: Need consistent Interpretive signage at all of these sites to indicate that they are all part of a themed trail - even though we may indicate signage is OK!
1. Demonstration Forest	Sheila Grant, PCEDC 564-3638	Minimal existing signage. Current sign is confusing, easily misinterpreted as a Tree Farm, not visible from Roadway. Signage only at site, no off site signs. Sign on RT 11 and turnoff suggested.	Directional: Need 2 Directional signs on Rt. 11 - both N & S; Need 1 Sign at turnoff on Barnard Road; Need 1 Sign at the site.	Interpretive signs are present with guide from trail map. Interpretive materials could be moved from guide to on-site to remove need for map.	More Interpretive signage needed.
2. Mount Kineo	Bureau of Public Lands; Northern Region	Adequate signage at Rockwood boat ramp but should be standardized.(black/white hand painted sign. Could use additional interpretive signage while on Kineo.	Needs directional sign on Rt. 15 at the first turn-off to Rockwood Village indicating Kineo access/dock. Standardize signs to look similar. Needs sign with directional map at Rockwood Dock to the Public Landing at Kineo for boaters not taking the public water shuttle. Need sign at landing site directing toward the trail options.	Interpretative signs at bottom of trail and at summit are needed. Importance of fire towers and significance to Native Americans.	Needs interpretive signage to discuss raare plants/animals and geology to be seen at Kineo. No interpretation, but literature talks about rare flora/fauna. Chamber information for boaters was wrong about where to land at Kineo.
3. Gulf Hagas	Bureau of Public Lands; North Maine Woods Assoc; Appalachian Trail Assoc. - Dave Fields, UMO;	Signage to AT and Gulf Hagas parking is adequate once on the Gulf Hagas road; also every vehicle must stop at an entrance gate where they can obtain additional directions or maps.	1) Needs 1 sign on Rt. 11 going N from Brownville. (Visitors do not necessarily know that KI, Gulf Hagas & AT are all on the same road.) 2) Signage at halfway point on private road to assure visitor.Need wanring signs: these attractions are coming up. 3) Directional signage (Gulf Hagas/KI & AT) from base of Pleasant St. in Greenville; Top of Pleasant St. at Airport where road takes a sharp right; (Plus 2-3 signs on that road toward Hedgehog Gate.)	Adequate signage.	
4. Lily Bay SP	Andy Haskell, 695-2700 Mgr; Permission: Tim Hall, 106 Hogan Rd., Bangor, ME 04401; 941-4014	Good directional signage. No further recommendations.	OK	Adequate signage. There are a few interpretive signs on trees identifying species. No real need for interpretive signage here.	A few trees already signed.
5. Peaks Kenny SP	Carter Smith, Mgr. - 564-2003; carter.smith@maine.gov; Permission: Tim Hall	Good directional signage. No further recommendations.	OK	Adequate signage.	None needed.
6. Borestone Mt.	Don Annis, 997-3919; Permission: Robert Savage, Maine Audubon Society, 20 Gilsland Farm Rd., Falmouth, ME 04105	Two directional signs exist leading in to the site, but better signage is needed in Guilford and Willimantic.	1) Existing signs on Rt. 15 N&S need repainting so they are visible from roadway. 2) <i>Should have 1 sign in Guilford at the Junctions of Rt. 150 & 15; 1 sign in Willimantic and 1 @ Goodall Corner; This 2nd recommendation was vetoed by the Borestone Management!</i>	There is interpretive signage at the entrance to the site.	Existing Interpretive signage at entrance to trail.
7. NREC Interpretive Trail & Resource Center	Natural Resource Education Center; Eric Ward, Chr. Darci Schofield, Nature Trail Mgr. P.O. Box 1329, Greenville, ME 04441	Trail signs need to be improved. Signage is within the rest area. Needs directional signage recognizing the resource from the roadway.Once in the rest stop, signage to the trail is also needed. Trailhead is not highly visible from parking area.	1) Needs either 1 double sided sign @ the rest area visible from Rt. 15 both N&S; OR 2 signs, 1 N & 1 S.The winter t X-C trailhead & parking has been in a different location; Need to make arrangements to plow the turn-out and begin X-C trail from the DOT turn-out. A trail extension could be created to avoid creating another parking area and more signage.	There is limited interpretive signage at the trailhead; but trail signage needs to be improved and interpretive materials noting the species that have been identified would be helpful.(The later has been done during summer of 2007.)	Needs better interpretive signage at the trailhead; Trailhead is hard to find. Needs better/larger signage; Trail itself needs more signage.
8. AT Trailhead	Sheila Grant, PCEDC 564-3638	Need better signage; no directional signs currently exist.	Need 1 site sign (2) on Rt. 15 both N & S; Also need warning signs from both directions. There are no Hiker signs as DOT thought; There is currently NO indication on Rt. 15 that the AT has a trailhead on that sharp curve!	limited interpretive sign currently	Could us a nice interpretive sign regarding the significance of the AT and particularly this portion of the trail.
9. Katahdin Iron Works	Bureau of Public Lands	There is no directional signage when traveling from Brownville toward KI.	See Gulf Hagas notes; they apply here also.	Adequate interpretive signage in place; BPL is re-developing their brochures, however.	
10. Little Moose Unit BPL	Bureau of Public Lands, Peter Smith - 778-8231; peter.d.smith@maine.gov	Only directional sign is the blue sign at the entrance on Rt. 15. Warning signs on Rt. 15 both N&S would be helpful.Interpretive signage is located throughout the site at various access points.	Needs warning signs (2) N & S on Rt. 15 before the entrance. Visitors drive by not noticing the blue sign that is there or realizing what it is. Unless visitors have done their homework, they have little concept of the resources available on most public lands in Maine.	Interpretive signs are located at the trailheads throughout the unit. Campsite regulations are posted at each campsite within the unit. Maps and interpretive materials would be helpful to the public to find their way through this diverse and unit offering multiple recreational options.	Interpretive signage is already in place, but could benefit from more close to the entrance to entice people further in. Need some interpretation on the Big Moose Mt. hiking trail. This was the 1st Fire tower in the US. That deserves significant interpretation!

11/12. Kennebec River Outlets	Mike Moon, 695-2554; Ernie Deluca, Florida Power & Light, Harris Station; BPL - rest area	Needs additional signage.	Currently neither outlet is signed. Needs signage (4) on Rt. 15 N and S at each outlet directing to parking areas at each site indicating public access.	No interpretive signage currently at the site.	Need interpretive signage to explain the many unique features/activities available from these two sites.
13. Moosehead Marine/ SS Katahdin	Moosehead Marine Museum; Duke McKeil, Exec; Bruce Porter, Mgr, 695-2716 katahdin2@verizon.net	Blue directional sign is located at the intersection and signage on the Museum. The "Katahdin" is highly visible from the road in downtown Greenville from any direction.	None needed.	Interpretive materials are located throughout the vessel and the museum which help to place the boat within the history and culture of the North Maine Woods. The captain talks about the history and culture throughout the cruise describing the importance of the logging history to the region.	None needed.
14. Sebeois Lake BPL Unit	Bureau of Public Lands; Chuck Simpson, Old Town; 827-6295	Needs better directional signage.	Existing sign needs to be larger/more prominent. Not very visible from Rt. 11. Drive by easily. Advance warning signs would help. See <i>comments for Little Moose Unit.</i>	Maps are available through BPL.	Some exists. Could use more.
Secondary Sites					
15. Pleasant River Walk	Built & maintained by the Friends of the River Walk Volunteer group; maintained by private donations; Town of Brownville - Sophie Wilson	Minimal signage to site. Small access sign appears on left side of road. Trailhead sign points to culvert making it difficult to access trail. Larger sign to parking facilities, move sign to adequately direct walkers to trail.	1) South access: Sign on Rt. 11 is easy to miss. On a signpost with multiple other signs. Make larger? Different color? 2) Need another sign to indicate parking for the river walk; 3) Move trailhead sign back. (Use bark mulch to define trail so people do not walk into the culvert.) 4) This asset is also accessible from Rt. 11 on the north end. There should be two (N&S) additional signs there directing to the river walk, parking and the trailhead.	Additional interpretive material is needed. Further directive signage and interpretive material should be considered.	Additional interpretive signs along the trail.
16. Guilford River Walk	Terry Young, Hardwood Products; 876-3311; manages for Cartwrights, Hardwood Prod, American Pride. Town of Guilford; Tom Goulette, Town Mgr, 876-2202	A brand new sign at the entrance to the site is visible coming from Sangerville. There is no signage from Guilford or from Dover-Foxcroft on Rt. 15.	1) 1 sign N & S (2) on Rt. 15. 2) Sign (1) needed coming from Sangerville on Rt. 150 just before you cross the bridge to indicate trail ahead.	Interpretive signage would be nice. Locals say that osprey, eagles and other species can be sited here, but one could easily miss that. Timing is everything!	Interpretive sign needed indicating the type of flora/fauna possible to see along the river. Visitors need to be informed to look for certain species.
17. Ripogenous Dam	Access granted through FERC licensing.	Minimal signage, access from private road, additional signage is recommended, but may not be encouraged.	Needs directional sign from Golden Road N & S if company is agreeable.	Minimal interpretive materials exist on site. Further explanation as to historical information, dam and regional species may add to experience.	Interpretive sign would be nice to explain the existence of the dam, it's relationship to the forest heritage, recreation and papermaking.
18. Dolby Pond Picnic Area	Maine DOT	Signage is adequate	None needed. Well signed!	None on site currently, explanations of Dolby Pond, history of waterbody, logging and the mills would add to the sites interpretive value.	Needs interpretive signage.
19. Baxter State Park		The park is well signed	Signage is needed at the southern entrance indicating that there is a northern entrance that can be accessed when the park is full from the south end. The drive to the northern entrance is not long and far fewer people access from that direction. This could go a long way to build PR.	NA	NA

Section 2
Appendix 8
Site Descriptions

Site Description Template

Site Name:

Description:

Directions:

Season:

Winter Activities include:

Special Notes of Interest:

Important Natural/Cultural/Heritage Web Links:

Moosehead/Katahdin Itinerary Site Descriptions
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Site Name: Mount Kineo**Description:**

Mount Kineo is an 800 foot mountain of rhyolite that rises dramatically from the deepest portion of Moosehead Lake. This was a location known well to the Native Americans who traveled great distances to Kineo for the hard rock with flint-like qualities that was used for tools and arrowheads.

The famous Mount Kineo Hotel, located at the base of the mountain on the peninsula, offered capacity for 1000 guests when the resort was the summer long destination for “rusticators” coming from New York and Boston on three trains daily around the turn of the last century. Though the hotel closed its doors in the 1970’s and has since been demolished, the memory of that grand era lives on in the hearts and minds of many Moosehead residents whose lives revolved around the famous grand hotel for many years.

The Land for Maine’s Future Program, recognized the importance of this landmark and purchased a portion of the Kineo property in 1990 to preserve it for recreational purposes for the Maine public. The Bureau of Parks and Lands now manages Mt. Kineo, which offers 3.5 miles of lake frontage, a primitive campsite, four hiking trails, as a part of its Moosehead Lake Reserve.

Hiking Trails:

Directions:**Special Notes of Interest:****Important Natural/Cultural/Heritage Links:**

http://www.state.me.us/spo/lmf/projects/project_detail.php?project=1555

<http://mooseheadlakegolf.com/>

www.mainebirdingtrail.com/Birding_Moosehead.pdf

Site Name: Little Moose Unit Bureau of Parks and Lands**Description:**

This 15,000 acre tract of public land is located west of Greenville in Moosehead Junction and Big Moose Townships (unorganized). The forested land is flat to gently rolling in the southeastern quarter, the area also includes most of the Little Moose Mountain range with steep slopes, rocky streams, and remote ponds. Visitors may enjoy hiking, snowmobiling, fishing, hunting, wildlife watching, and camping in this seemingly remote setting.

Directions:

Follow Routes 6 and 15 northwest to the Greenwood Motel to access one hiking trailhead. Parking is on the southwest side of the motel.** To drive into the unit, continue on Routes 6 and 15 across Moose Brook and turn left onto the North Road, which will enter the unit in about a mile. After the Public Lands sign, the road forks. To the left, the Mountain Road leads to the trailhead for Big Moose and Little Moose Ponds at about .7 mile. To the right, the North Road continues toward Trout and Big Indian Ponds.

Special Notes of Interest:

Hiking: From the trailhead near the Greenwood Motel on Routes 6 and 15, the Little Moose Mountain Trail provides 9 miles of hiking along the ridgeline from one scenic overlook to the next. Hikers then descend into a forested bowl containing the Moose Ponds, an area that feels truly remote, but only 3 miles from town. Easy half-mile trails connect these ponds to each other and to a trailhead at the top of the Mountain Road. From the trailhead on the North Road, hikers may climb Big Moose Mountain, a rugged 3-mile climb with a panoramic view at the top. ** **Snowmobiling:** Winter visitors enjoy snowmobiling on the unit on ITS 86 and a local club trail, marked on the map. For safety reasons, snowmobiling is prohibited on plowed roads.

Fishing and Hunting: Fishing for brook trout is attractive to visitors in the brooks and ponds located here. Scenic small ponds lie in the lowlands between rugged hills. This remote fishing experience is protected by state law that prohibits motorized craft and vehicles (except snowmobiles) within a half-mile of these ponds. Gravel Pit Pond is stocked and offers children a successful opportunity to fish. Hunting is for grouse and deer. Fishing and hunting are allowed, subject to state law. Consult the current IF&W rules and regulations and note the prohibition of hunting and trapping in the Moosehead Lake Game Sanctuary, special fishing regulations on some ponds, and restrictions on firearms on and around campsites and trails.

Wildlife Watching: Because of varied forest and wetland habitats, this location is home to many species of native Maine wildlife. Canoeists often see wading birds, waterfowl, and moose in Wiggin Brook. Please watch for moose on the area roads. Collision can be fatal for both driver and moose.

Camping: Pond walk-in campsites are available on a first-come, first-served basis. Campsites include a table, fire ring, and nearby pit toilet. Visitors must obtain a fire

permit from the Maine Forest Service. While visitors may camp in other locations, they may not build fires. Help protect this area by obeying fire rules and by practicing low-impact activities.

ATVs: All Terrain vehicles are allowed only on roads and trails posted as open.

Important Natural/Cultural/Heritage Links:

Maine Department of Conservation website

www.state.me.us/doc/dochome.htm.

<http://www.maine.gov/ifw/fishing/opportunities/html/moosehead.html>

<http://www.naturalresourceeducationcenter.org/> - First fire tower in the United States was located atop Big Moose Mountain and fishing in the Moosehead region.

www.mainebirdingtrail.com/Birding_Moosehead.pdf

Add: Wildlife Watching Tips; Ways to reduce your impact on the Maine woods; Safety Tips in Remote Regions; Little Moose Unit Rules;

Site Name: Moosehead Marine Museum

Description:

The Moosehead Marine Museum's historic cruise boat, *the Katahdin*, is a national historic landmark and a remnant of the logging days that links the present Moosehead culture to its important past. Originally a steamboat, built in 1914 at Bath Iron Works, the vessel was later converted to diesel. This vessel is the main attraction of the Museum's collection of marine memorabilia of the Moosehead area.

The Katahdin offers regularly scheduled cruises from late June through early October. The narration provided on the cruise helps visitors to understand the history and culture of the North Maine Woods. The vessel is available for chartered cruises and events.

Directions:

From Rt. 15 South: In Greenville, travel straight at the blinking light about one block. The parking area is located on the left across from Shaw Memorial Library. You cannot miss the vessel!

From Rt. 15 North: In Greenville, at the blinking light, turn left and travel one block. The parking area is located on the left across from Shaw Memorial Library. You cannot miss the vessel!

Special Notes of Interest:

Important Natural/Cultural/Heritage Links:

<http://www.katahdincruises.com/museum.html>

Section 2
Appendix 9
Site Descriptions
with Notations

Site Name: Appalachian Trail 100 Mile Wilderness north of Monson

Description: The Appalachian Trail (AT) crosses Rte. 15 at a trailhead about 3.5 miles north of Monson, or, 11 miles south of Greenville. In the AT hiking community the last 100 miles from Monson to Katahdin is known as the “100 Mile Wilderness of the AT”. Hikers going northbound all the way to Katahdin should carry 8 to 10 days of food as there are no re-supply points along this most remote section of the 2000 mile long Appalachian Trail, from Georgia to Maine.

The Appalachian Trail offers interesting day hikes for those who can find and follow directions from the AT Map and Guidebook, and safely navigate the labyrinth of logging roads in the Maine Woods. Some day hikes require wading across wide streams, traverses across open ridge tops and woods road navigation skills. Hikers should not underestimate these challenges when planning a day hike on the AT. Water levels can change abruptly after heavy rains making stream crossing unsafe. Guiding services can be of great assistance and add a margin of knowledge and safety to those not familiar with the AT and the Maine Woods.

Here are some day hiking possibilities on the AT: Horseshoe Canyon on the East Branch Piscataquis River in Blanchard; Bell-Lily-North Ponds in Elliottsville; Little Wilson Falls; Slugundy Gorge on Long Pond Stream, Barren Ledges, West Chairback Pond-Third Mountain, Gulf Hagas, Whitecap Mtn. via White Brook Side Trail, Nahmakanta Lake, Pollywog Stream and Gorge.

Directions: *From Monson* drive north on Rte. 15 about 3.5 miles. At the top of a long hill the highway curves sharp to the left. The AT trailhead and parking lot is immediately on the right and on the curve of the highway. Be sure to pull quickly into the parking lot as Rte. 15 can be busy, quite hazardous on the curve. . . *From Greenville* drive south on Rte. 15. towards Monson. At about 10 miles the highway curves left beyond the two Spectacle Ponds and in another mile approaches a sharp right curve. The AT trailhead is immediately on your left just before the curve. Pull off quickly into the parking lot to avoid the traffic hazards on this curve.

Special Notes of Interest: Hikers will want to assess their hiking skills and experience, review the AT maps which provide good information about trail conditions, stream crossing and elevation change, then select an option that is matched with their ability. Hikers will want to carry adequate food and water, and practice Leave-No-Trace on the AT and in the Maine Woods.

Important Natural/Cultural/Heritage Links:

Maine Appalachian Trail Club <http://www.matc.org/>

Weather/NOAA <http://www.noaa.com/>

River Levels <http://water.usgs.gov/waterwatch/?m=real&w=map&r=me>
www.mainebirdingtrail.com/Birding_Moosehead.pdf

Site Owner/Contact:

Sheila Grant, PCEDC 564-3638

Access/Landowner Permission:

Landowner permission for inclusion.

Parking:

Parking area will be undergoing improvements to appearance and configuration. MDOT access issues will also be addressed.

Signage: Existing & Needed:

Need better signage; no directional signs currently exist.

Directional:

1 site sign (2) on Rt. 15 N & S

Site Identification:

1 site sign (2) on Rt. 15 N & S

Interpretive Needs:

Handled by AMC.

Interpretive Recommendations:

None.

Mitigation Required for Sensitive Areas:

Maine AT and ATC monitor.

Toilets & Hygiene Concerns:

No sanitary facilities currently exist at trail head.

Other Health & Safety Considerations:

None known.

Capacity & Carrying Capacity Issues:

Trail system not currently at capacity, except summer weekend use in the Gulf Hagas area.

Maintenance & Cleanliness Issues:

Well maintained through the use of volunteers.

Proximity to Community services:

Some areas are closer to community services than others, i.e. Monson is approx 2 miles from the trail. Most of the trail is fairly remote from community services.

Regulatory Issues:

Regulations established by AMC

Other Comments:

Upgrades are being planned for the parking area and trailhead by PCEDC group. Need to know specifics of plan.

This site will be ready as soon as upgrades are accomplished!

Site Name: Little Moose Unit Bureau of Parks and Lands

Description:

This 15,000 acre tract of public land is located west of Greenville in Moosehead Junction and Big Moose Townships (unorganized). The forested land is flat to gently rolling in the southeastern quarter, the area also includes most of the Little Moose Mountain range with steep slopes, rocky streams, and remote ponds. Visitors may enjoy hiking, snowmobiling, fishing, hunting, wildlife watching, and camping in this seemingly remote setting.

Directions:

Follow Routes 6 and 15 northwest to the Greenwood Motel to access one hiking trailhead. Parking is on the southwest side of the motel. ** To drive into the unit, continue on Routes 6 and 15 across Moose Brook and turn left onto the North Road, which will enter the unit in about a mile. (The land to the right is privately owned and the road shared right-of-way until you reach the public land sign.) After the Public Lands sign, the road forks. To the left, the Mountain Road leads to the trailhead for Big Moose and Little Moose Ponds at about .7 mile. To the right, the North Road continues toward Trout and Big Indian Ponds.

Special Notes of Interest:

Hiking: From the trailhead near the Greenwood Motel on Routes 6 and 15, the Little Moose Mountain Trail provides 9 miles of hiking along the ridgeline from one scenic overlook to the next. Hikers then descend into a forested bowl containing the Moose Ponds, an area that feels truly remote, but only 3 miles from town. Easy half-mile trails connect these ponds to each other and to a trailhead at the top of the Mountain Road. From the trailhead on the North Road, hikers may climb Big Moose Mountain, a rugged 3-mile climb with a panoramic view at the top. **

Fishing and Hunting: Fishing for brook trout is attractive to visitors in the brooks and ponds located here. Scenic small ponds lie in the lowlands between rugged hills. This remote fishing experience is protected by state law that prohibits motorized craft and vehicles (except snowmobiles) within a half-mile of these ponds. Gravel Pit Pond is stocked and offers children a successful opportunity to fish. Hunting is for grouse and deer. Fishing and hunting are allowed, subject to state law. Consult IF&W rules and regulations and note the prohibition of hunting and trapping in the Moosehead Lake Game Sanctuary, special fishing regulations on some ponds, and restrictions on firearms in and around campsites and trails.

Wildlife Watching: Because of varied forest and wetland habitats, this location is home to many species of native Maine wildlife. Canoeists often see wading birds, waterfowl, and moose in Wiggins Brook. Please watch for moose on the area roads. Collision can be fatal for driver and moose.

Camping: Pond walk-in campsites are available on a first-come, first-served basis. Campsites include a table, fire ring, and nearby pit toilet. Visitors must obtain a fire permit from the Maine Forest Service. While visitors may camp in other locations, they may not build fires. Help protect this area by obeying fire rules and by practicing low-impact activities.

ATVs: All Terrain vehicles are allowed only on roads and trails posted as open.

Season: Year round

Winter activities include: Snowmobiling on the unit on ITS 86 and a local club trail, marked on the map. For safety reasons, snowmobiling is prohibited on plowed roads. Snowshoeing and cross-country skiing are also permitted in this area.

Important Natural/Cultural/Heritage Links:

www.state.me.us/doc/dochome.htm.

<http://www.maine.gov/ifw/fishing/opportunities/html/moosehead.html>

<http://www.naturalresourceeducationcenter.org/> - First fire tower in the United States was located atop Big Moose Mountain and fishing in the Moosehead region.

www.mainebirdingtrail.com/Birding_Moosehead.pdf

Site Owner/Contact:

Bureau of Public Lands, Peter Smith - 778-8231; peter.d.smith@maine.gov

Access/Landowner Permission:

Have landowner permission for inclusion in itinerary.

Parking:

Adequate parking capacity.

Signage: Existing & Needed:

Only directional sign is the blue sign at the entrance on Rt. 15. Interpretive signage is located throughout the site at various access points.

Directional:

Needs directional signs (2) N & S on Rt. 15 before the entrance. Visitors drive by not noticing the blue sign that is there or realizing what it is.

Site Identification:

Only directional sign is the blue sign at the entrance on Rt. 15. With additional directional signage, this may be enough, but a larger sign would be better. The blue color is easy to miss.

Interpretive Needs:

Interpretive signs are located at the trailheads throughout the unit. Campsite regulations are posted at each campsite within the unit. Maps and interpretive materials would be helpful to the public to find their way through this diverse and unit offering multiple diverse recreational options.

Interpretive Recommendations:

None currently.

Mitigation Required for Sensitive Areas:

None Known.

Toilets & Hygiene Concerns:

Privies are located throughout the unit at the campsites only. Campsites are located on the ponds in this unit. There are no other comfort facilities available on this unit. Gravel Pit Pond is accessible by wheelchair as a family picnic area.

Other Health & Safety Considerations:

Some hikes (off the gravel roads) are more rigorous than others, People should be in good physical condition.

Capacity & Carrying Capacity Issues:

This is a very large unit with large carrying capacity. The unit currently gets very limited use therefore has tremendous capacity. BPL uses size of parking lots to limit use and maintain quality of experience; therefore unit is not likely to exceed recommended capacity limits.

Maintenance & Cleanliness Issues:

Site sometimes after a weekend has some trash.

Proximity to Community services:

This unit is within five miles of downtown Greenville with most services, including a hospital.

Regulatory Issues:

All traditional uses are allowed on this unit, including ATVing, hunting, mountain biking, etc. All trails are shared use. Permits are required for campfires.

Other Comments: Aside from additional directional signage, this site is ready!

Section 2

Tourism Itinerary Development Process and Template

Section 2

A

Steps in the Development Process

Steps in the Tourism Itinerary (Product) Development Process

Steps in the Tourism Itinerary (Product) Development Process

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1. Delineate the Boundaries of the Study Area

In accordance with Fermata recommendations, it is critical to determine a geographic area that makes sense from both a practical and political viewpoint. This takes time and thoughtfulness to insure long-term regional support for the itinerary. Is this a loop or a linear tour? Is it a one day or multi-day tour? Does the proposed tour offer a wide variety of experiences to a broad spectrum of potential visitors? Many questions need to be asked and answered at this stage among the working group.

2. Inventory

The inventory step is a review of all prior inventory work to establish a current baseline of information. The inventory should include natural resources, cultural and historic resources as well as all businesses and infrastructure that exist to support any visitor experience. Much will remain the same as in previous inventories, but some things will be different. Taking this critical step saves time in the long run. The group will refer back to this information frequently in planning. See also “Criteria for Readiness” Section 2 B.

3. Assessment using Fermata’s Applied Site Assessment Protocol’s (ASAP) Numeric Scale of Assessment Values

At least three trained site assessors should visit and assess each site individually. The assessors then pool their numeric values for an average. In follow-up meetings, all assessors should review each numeric value to come to complete consensus on the assessment values and priorities before the information is taken to committee. Sometimes in conversation, these values change. See Appendices 1 and 11.

4. Assessment & Evaluation Notations

Site assessment requires a complete understanding of the physical lay-out and the approach to each potential site. This detailed information must be recorded to avoid the necessity of return site visits. Each assessor makes detailed notations regarding each of the following categories: access/permission, parking, signage, mitigation requirements, hygiene, other health & safety concerns, capacity and carrying capacity, maintenance & cleanliness, proximity to community services, regulatory issues, need for interpretive materials, and other comments. The assessors collaborate on these notes to be certain the results are completely fair and unbiased. Put these notes in a database and share with the committee for feedback and any additional information. This collaborative process often brings out more important points. See Appendix 2.

5. Phone Interviews with Site Managers/Owners

Phone conversations with site owners/managers are for the purpose of determining management’s willingness to work with the process and to gain insider details regarding the site, the operation and the

views of management. If there are brochures or websites in place, that information is useful. The form in Appendix 3 can be used as a basis for individual phone interviews with site managers.

(Note: Many managers work seasonally and can be difficult to locate. This step takes considerable time.)

The interviews will produce in-depth information that will help in writing actual site descriptions for marketing purposes. The interviews may also reveal that there is another supervisor, owner, or manager who will have to review documents and sign the final permission for marketing the site. This step takes great patience and persistence. See Appendix 3.

6. Final Itinerary Site Selection

Select the key natural assets most ready to be included on an itinerary with the least amount of infrastructural work and upgrades necessary to constitute your initial tour. This conversation may span several meetings. Committee members should agree upon a list of initial working sites, though the list still may change as the process proceeds.

An important thing for committee members to understand is that other sites are not eliminated at this point, but rather set aside for future consideration and addition to the itinerary at a later date, when they are fully prepared for inclusion. Some sites require obtaining grant assistance for specific improvements in order to bring them to the standards required.

7. Signage Evaluation

Evaluate all signs leading up to each site, including directional signs and site identification signs from all key access routes. It is helpful to take photos, record types of signs and take GPS readings of all signs for future reference. This information is then placed in a database to be updated as necessary. This enables anyone to reference the database and photos for verification when questions arise about the existing signs. Appendix 4 gives samples of photos and database work.

8. Mapping

Create a general map of the proposed itinerary sites in the overall configuration. See Appendices 5 and 6. Place existing directional and site identification signs on the maps in their proper locations near each site. From the general and signage mapping, larger maps of each proposed site with signage can then be produced. These maps will be used in a proposal to Maine Office of Tourism (MOT) and Department of Transportation (DOT) requesting new sign placement and changes. The maps pinpoint exactly where a chickadee, a new sign, or a change on an existing signpost is needed.

9. Prepare Your Initial Signage Proposal

See Appendices 7 and 12. The proposal should include the general map, site specific maps with existing signage and a database by site with the change requests to use in discussion with MOT and DOT. The discussions that ensue will determine exactly what DOT can and cannot accomplish based upon state and

federal regulations. Appendix 12 is the MOT/DOT proposed new tourism sign policy that outlines the process for requesting new signs.

This step is not as easy as it seems. There are often policies in place that do not enable you to receive everything requested. It may be necessary to have several meetings and negotiate the request before the agreed upon new signage plan is finalized.

10. Prepare Site Descriptions

Prepare brief written site descriptions appropriate for a website or brochure. Prepare a uniform format so that all site descriptions follow a similar pattern, though some will be longer than others. Some appropriate web links that will enhance the visitor experience should also be noted. Pay particular attention to these descriptions from a marketing perspective recognizing that people generally will not read more than one computer screen of information. See Appendix 8.

These descriptions may then be placed on separate site specific documents that include the site assessor's notations and other information gathered. By sharing this information with site managers, you gain trust, are able to discuss any disputed concerns and gain their permission signature far more rapidly. This important step forms a solid basis for ongoing partnership. See samples in Appendix 9.

11. Written Permissions

Send site evaluation information together with the written site description to all site managers/owners to sign off and/or to make changes and return. Include in the packet a permission statement for each site owner/manager to sign so that a document resides in your files stating permission to market the site. Many changes may be made by managers and must be sent back for a second or even a third review. Take the time to do this work. Make those changes and resend the documents for the final permission sign-off. See Appendix 10.

12. Budget

In the beginning of this process, a budget for labor to accomplish inventory work and site assessments may be established, but beyond that it is difficult to plan. The budget preparation is a "best guess" until Steps 1-9 are completed. When a fairly solid plan is in place with a specific number of working sites, evaluations that indicate the upgrading required and the sign changes desired, it is possible to budget for the entire project. At this point, prepare a general budget for the completion of the project including signage recommendations and site upgrades. After site managers have been contacted for further information and several iterations of figures have been reviewed, a fairly reasonable draft budget is reached.

Budget refinements will continue taking into account actual versus projected costs of infrastructural improvements that have been recommended for each site.

13. Build a Basic Website

Now it is reasonable to work with the regional Maine Tourism Marketing Partnership Program (MTMPP) grant manager and tourism region (MOT) to build a basic website that can be linked to regional and local sites. The information will undergo many changes as work on the sites and the signage continues. The website will be in a state of flux for several months. The basic framework will allow the committee to focus on structure and feedback while waiting for decisions to be made regarding signs. Test the website structure. All final site content should be approved by individual site management. Continue to enhance and refine the website and descriptions per committee input. Add additional site information, descriptions, icons, links, etc. as the information comes back from site managers.

14. Thematic Framework

Committee conversations can now begin to turn to the thematic framework, the stories that should be told about each site, and the overall theme that encompasses the entire itinerary. There are experts who can offer invaluable assistance with determining a specific itinerary theme. Once the theme has been determined, prepare a thematic explanatory framework for the home page of the website and/or for a brochure. See Appendix 13.

15. Public Relations and Regional Education

In addition to regular committee meetings to advance the itinerary work, it is important to share the plan with regional and local municipal leaders. The time it takes to attend county commission and select board meetings is well worth the effort in terms of garnering continued support for this long-term project. Do not overlook the importance of contact with legislators and leadership at every level throughout the region. It is important to decide how to educate the region and the businesses about the new tourism product. It is reasonable for regions to offer customer service and destination training when new workers are generally hired to staff tourism businesses. The itinerary and new tourism product information should be a regular part of that front-line worker training each year.

16. Connect Cultural, Historical and Local Services

To round out the experience and the thematic framework for the visitor, information regarding cultural, historic sites and local services must be made available and linked to the website. These additions should help to tell the entire story that visitors seek as they interpret the meaning of this new and unique experience.

17. Interpretive Signs

Determine which of the sites warrant interpretive signs according to budgeted resources. Using the thematic framework, search for photos and research historic, cultural and natural resource information for the interpretive signs.

At this point, a design firm should have responded to a bid request for interpretive sign design copywriting. However, any preliminary work done by the committee will help to keep costs down. Each sign can have no more than 75 words. Simultaneously, preliminary work on the installation process can be handled. The sign design and fabrication will take 18-24 months. The group also must be prepared to have a location(s) available for unloading and storing once the signs are delivered. When using the granite posts, they must be transported to the sites. This may require special equipment for loading and unloading. This phase takes time and logistical planning.

See Appendix 13 for Fermata's thematic framework recommendations.

18. Prepare Brochure Copy

Work with MOT to prepare a written publication using their established style guide.

19. Distribution and Marketing Plan

Prepare a marketing and distribution plan for the anticipated printed publication.

20. Maintenance Plan

Determine what the ongoing maintenance requirements are likely to be for the itinerary. Signs may be stolen, defaced, broken, etc. Establish a seed fund to use as maintenance needs arise. Decide how that account will increase over time to fund the necessary sign replacements required approximately ten years hence.

21. Evaluate

Evaluate the entire process, the marketing plan, including visitor feedback to assist the group in making appropriate changes to improve the itinerary product.

22. Continuous Cycle

From this point, the group may go back to the beginning. Determine which of the sites that were set aside should be the next priorities to evaluate, describe and add to the nature experience tour. Scenic by-ways may provide additional grant money for signage. Begin with step 3 and go through the process again.

Section 2

B

Critical Readiness Factors

Critical Readiness Factors

Before any region is prepared to go into a serious marketing phase for any new tourism product, whether domestic or international, there are a number of factors that must be assessed in terms of preparedness for success.

In tourism development, many communities opt out of the grueling work of laying a proper foundation, including digging a well, installing the plumbing and electrical conduits, etc., but instead simply begin to build a house which ultimately collapses with the first slight wind due to lack of full and detailed planning. This correct process is no less important in real tourism development than it is in home building!

1. **Determine and understand Key Market niches:** We must determine which key markets that we want to target immediately. Although we have products that are certainly appropriate to multiple markets, we must determine which markets can produce the most rapid and appropriate return on our near-term marketing investment. Once we are effective in the marketplace with a few markets, then we can target others.
2. **Examine the tourism systems with regard to each market and their needs/expectations.**
Examine the tourism system (Components: the destinations, market motivations, transportation, and communication mechanisms) with regard to each market.
 - a. **Destination** – attractions, public, private and non-profit and business expansion/retention needs.
 - b. **Services** – commercial (hotels, motels, shops, restaurants, etc.) , public (parks, lakes, recreation areas, etc.) and non-profit (arts, museums, historic sites, tours, festivals, etc.) and business expansion/retention needs.
 - c. **Atmosphere**
 - i. Environmental quality in the community, publicly owned areas and non-profit historic and beautification arenas.
 - ii. Hospitality through private employee training, public awareness education and volunteer training.
 - d. **Transportation**
 - i. Commercial bus, taxis, airlines, car servicing, gas, rental boats, etc.
 - ii. Public & non-profit transportation systems
 - e. **Communication**
 - i. Promotion: Commercial (guidebooks, maps, signs, ads, public relations, etc.), public information centers, community maps, brochures, signs, publicity, public relations, guidebooks, etc.) non-profit (information centers, brochures, maps, guidebooks, etc.)
 - ii. Interpretation: Public & non-profit: interpretive brochures, kiosks, interpretive signs at trailheads, natural attractions, etc.
 - iii. Market Research allows the customer to talk back to destination leadership.
 1. Commercial: lodging & restaurant surveys, ticket counts, license plate checks, etc.
 2. Public: surveys, attendance records, visitor center data, etc.

3. Non-profit – suggestion boxes, ticket counts, etc.

3. Is there effective **regional cooperation** in place to deliver this (these) product(s) seamlessly and effectively?
4. Is there **community support** to attract each market?
5. Is the sufficient **financial support** to pursue these markets?
6. Are the **local and regional leaders educated** and supportive regarding the developments of these new tourism product/markets?
7. Are **sufficient networking mechanisms** in place to allow for a constant, effective dialog among state, regional, and community leaders?

Section 2

Appendix 1

Assessment Value Grid

SITE	LANDSCAPE - SCALE	LANDSCAPE - INTEGRITY	LANDSCAPE - AESTHETICS	*RESOURCE - DIVERSITY	*RESOURCE - SPECIALTY	*RESOURCE - CONSPICUOUSNESS	RESOURCE - APPEAL	*RESOURCE - SCOPE	*RESOURCE - DYNAMICS	*RESOURCE - SIGNIFICANCE	*EXTRINSIC VALUE - SOCIAL	*EXTRINSIC VALUE - CULTURAL	*EXTRINSIC VALUE - HISTORIC	*EXTRINSIC VALUE - RECREATIONA	EXTRINSIC VALUE - ECONOMIC	*MODIFIERS - ECOLOGICAL	MODIFIERS - PHYSICAL	MODIFIERS - SOCIAL	MODIFIERS - CULTURAL	MODIFIERS - HEALTH & SAFETY	MODIFIERS - REGULATORY	MODIFIERS - POLITICAL	MODIFIERS - ECONOMIC	AVERAGE
Primary Sites																								
Demonstration Forest	4	4	3	3	3	2	4	3	3	3	5	4	3	3	3	4	2	5	4	3	4	5	3	3.478
Mount Kineo	5	5	5	5	5	5	5	5	5	5	4	4	5	5	5	4	4	4	4	4	4	5	4	4.609
Gulf Hagas	5	5	5	4	5	4	5	4	5	4	4	3	3	4	5									4.333
Lily Bay SP	5	4	4	4	3	3	4	3	4	3	5	3	3	5	5	5	5	4	4	5	5	4	5	4.130
Peaks Kenny SP	4	5	4	4	3	3	4	3	4	3	5	3	3	5	4	4	4	4	5	5	5	5	5	4.087
Borestone Mt.	5	5	5	4	5	4	5	3	4	4	5	4	4	5	4	5	4	4	5	4	5	5	5	4.478
NREC Interpretive Trail & Resource Center	3	4	4	3	3	3	4	3	3	3	5	3	3	3	4	4	4	5	4	4	5	5	5	3.783
AT Trailhead	5	5	5	4	5	4	5	3	4	4	5	4	4	4	4	4	3	5	4	4	5	5	4	4.304
Katahdin Iron Works	5	4	4	3	3	4	4	3	3	3	4	4	5	5	5	4	4	3	4	3	3	3	5	3.826
Little Moose Unit BPL	5	4	4	3	5	3	5	3	3	3	5	3	3	5	5	5	4	4	4	4	5	4	4	4.043
Kennebec River Outlets	4	3	3	3	5	3	4	3	4	4	5	3	3	4	4	4	4	3	4	4	4	3	4	3.696
Ripogenous Gorge	5	3	4	3	4	4	5	3	4	4	3	3	3	3	3	4	2	2	3	3	3	3	3	3.348
Moosehead Marine/ SS Katahdin	4	3	4	0	4	4	4	3	3	5	5	5	5	4	5	5	5	5	5	5	5	5	5	4.261
Sebois Lake BPL Unit	5	3	3	3	3	3	4	3	3	3	5	3	3	4	3	4	4	5	4	4	4	4	4	3.652
Secondary Sites																								
Pleasant River Walk	3	3	3	2	2	1	3	3	3	2	5	3	3	3	3	4	4	3	4	4	3	4	4	3.130
Guilford River Walk	2	3	4	3	3	2	3	3	3	2	5	3	3	3	3	4	4	5	4	4	4	5	4	3.435
Ripogenous Dam	5	3	4	3	3	3	4	3	3	2	3	3	4	2	3	3	4	2	3	2	3	3	3	3.087
Dolby Pond Picnic Area	3	3	3	2	2	2	3	2	3	2	3	2	3	3	2	3	3	2	3	3	4	3	2	2.652

Section 2

Appendix 10

Sample Personalized Cover Letter to Site Managers

November 7, 2006

IMPORTANT TIME SENSITIVE MEMO!!

TO: All Nature Site Owners/managers

FROM: Donna Fichtner, EMDC contractor for the Piscataquis Tourism Task Force
Nature-based Tourism Pilot Project

Your immediate assistance is needed.

We would like to include the site that you manage in our nature-based touring itinerary for Piscataquis County. We have assessed the site and determined that it fits the criteria laid out by Fermata, Inc., the consultant to the State of Maine on this project. Your site is an important asset to visitors who want to experience and enjoy the natural resource base of our beautiful region of Maine.

We have included a written description of your site. On the subsequent page we have included information regarding our assessment on needed upgrades, additional signage, interpretive signage, etc. Please make comments and add to or change the site descriptions and/or the upgrade information as you deem appropriate. Return this to us as quickly as possible. We want to know what upgrades you feel are critical from your viewpoint as well and would like to know your estimate of costs with a limited amount of detail.

We would also like to have your written permission to include your site in a web based itinerary with links to additional and appropriate historic and cultural sites that will add value to the experience of the visiting public. If you agree, please fill out the permission document that is included in this packet and return it to us no later than Wednesday, November 15th, 2006.

Return Information:

Email to: donn@bangorcvb.org;

Fax to 942-2146;

Mail to: Attn: Donna Fichtner, EMDC, 40 Harlow Street, Bangor, ME 04401.

Nature Based Itinerary Permission Agreement

I, _____ (your name), site manager for the MOOSEHEAD MARINE MUSEUM, under the jurisdiction of the State of Maine, Bureau of Parks and Lands, give permission for the Piscataquis Tourism task Force to list MOOSEHEAD MARINE MUSEUM (name of site) in a touring itinerary of natural sites in Piscataquis and Penobscot Counties.

I agree with the site description as I have amended it and returned to the contractor for use in the development of a web site that will begin to promote this new tourism itinerary product. I commit to communicate with the Piscataquis Tourism Task Force as they monitor the activity at these sites on the itinerary over time to offer feedback and evaluation regarding increased use, changes in the resource, infrastructural needs, changes, etc. The PTTF is committed to careful monitoring of capacity and cautious marketing of the nature sites to retain the quality and integrity of the experience.

Signed on _____ (today's date)

_____ (Signature)

_____ (Print Name)

_____ Position

_____ Mailing Address

_____ Email

_____ Phone

_____ Fax

Site Name: Moosehead Marine Museum**Description:**

The Moosehead Marine Museum's historic cruise boat, *the Katahdin*, is a national historic landmark and a remnant of the logging days that links the present Moosehead culture to its important and historic past. Originally a steamboat, built in 1914 at Bath Iron Works, the vessel was later converted to diesel. This vessel is the main attraction of the Museum's collection of marine memorabilia of the Moosehead area. This museum houses the region's most extensive compilation of photos and documents related to the marine traffic on Moosehead, Maine's largest lake.

The Katahdin offers regularly scheduled cruises from late June through early October. The narration provided on the cruise helps visitors to understand the history and culture of the North Maine Woods. The vessel is available for chartered cruises and events.

Directions:

From Rt. 15 South: In Greenville, travel straight at the blinking light about one block. The parking area is located on the left across from Shaw Memorial Library. You cannot miss the vessel!

From Rt. 15 North: In Greenville, at the blinking light, turn left and travel one block. The parking area is located on the left across from Shaw Memorial Library. You cannot miss the vessel!

Special Notes of Interest:**Important Natural/Cultural/Heritage Links:**

<http://www.katahdincruises.com/museum.html>

www.northernforestcanoetrail.org

The Northern Forest Canoe Trail can be started from a site near the **Moosehead Marine Museum** in downtown Greenville. An interpretive sign is located there giving basic information about the trail.

Site Owner/Contact:

**Moosehead Marine Museum; Duke McKeil, Exec; Bruce Porter, Mgr, 695-2716
katahdin2@verizon.net**

Access/landowner permission:

Moosehead Marine Museum supports inclusion on the itinerary. This resource is easily accessible.

Parking:

Ample parking is available in the public parking lot adjacent to the museum. Additional public parking is accessible to the museum by a short walk along the boardwalk and across Pritham Avenue.

Signage: Existing & Needed:

Blue directional sign is located at the intersection and signage on the Museum. The "Katahdin" is highly visible from the road in downtown Greenville from any direction.

Directional Recommendations:

None needed.

Site Identification:

Signed.

Interpretive Needs:

Interpretive materials are located throughout the vessel and the museum which help to place the boat within the history and culture of the North Maine Woods. The captain talks about the history and culture throughout the cruise describing the importance of the logging history to the region.

Interpretive Recommendations:

None needed.

Mitigation required for sensitive areas:

None needed.

Toilets & Hygiene concerns:

Public restrooms are available on the "Katahdin" and in the museum.

Other Health & Safety Considerations:

The only safety issues are those associated with any cruise boat. The "Katahdin" is licensed by the U.S. Coastguard and has to be in compliance for operations.

Capacity & Carrying Capacity Issues:

The only safety issues are those associated with any cruise boat. The "Katahdin" is licensed by the U.S. Coastguard and has to be in compliance for operations.

Maintenance & Cleanliness Issues:

The facility is clean and well maintained by the Moosehead marine Museum, a private, non-profit board of directors. The Marine Museum consists of the vessel "Katahdin" and a small museum located on the shore where the vessel is docked.

Proximity to Community Services:

Facility is located in downtown Greenville. The "Katahdin" cruises Moosehead Lake between Greenville, Mt. Kineo and occasionally to Northeast Carry.

Regulatory Issues:

The boat is non-smoking and under U. S. Coastguard regulations.

Other Comments: This site is ready!

Section 2

Appendix 11

Fermata's

Applied Site Assessment Protocol

Appendix A

RESOURCE ASSESSMENT METHODOLOGY – APPLIED SITE ASSESSMENT PROTOCOL™

Need for a protocol

People generally are swept with a disarranged set of sensations when first confronted by nature. Sounds, smells, feel – sensations that are at once pleasant, at times perplexing, or even repulsive. Perhaps the aesthetics of a location (the South Rim of the Grand Canyon) sucks the breath from our chest. Perhaps the feeling of accomplishment colors the experience, such as when a birder finally identifies their first Connecticut Warbler skulking through the brush at Point Pelee. What about a bugling elk sounding through the Eastern Kentucky Appalachian Mountains? In each case, the experience is distinctive. And in each case, we react to the experience in an equally singular fashion. Travelers enter nature to expand upon their life experience, and to extend these singular moments beyond the immediate. We gather or collect experiences through the act of travel. As we gain a familiarity in nature, these once-jarring sensations become increasingly orderly and logical. As each facet of nature is distinct, so are nature travelers equally diverse and practiced. Therefore, when considering the value of any specific natural location as a nature tourism destination, we must first consider how each tourist might react to its discrete set of resources.

Using Applied Site Assessment Protocol™ criteria to identify and type nature tourism destinations

Fernata developed and patented the Applied Site Assessment Protocol™ (ASAP) to frame such an assessment. ASAP should not be confused with a biological assessment, since the protocol is interested in weighing sites relative to their tourism, rather than ecological, value. If resources determine visitation, then the better these resources are understood relative to their distinct recreational or appreciative value, the better we can plan for tourism development.

The ASAP™ protocol weighs both intrinsic and extrinsic values of a specific site, adjusting these values with a final series of modifiers. Sites are valued relative to the market (international, national, regional, or local) and relative to themselves.

Waypoints help lead visitors through the thematic itinerary that tells the story of that region, area, etc. The determination of a waypoint is based upon its possession of certain intrinsic and extrinsic values as well as modifiers. Sites that do not possess one or more of the key intrinsic and extrinsic values are not recommended as waypoints.

Intrinsic values

Intrinsic values are those innate to the resource. Intrinsic values originate within the resource itself, and are considered independent of outside influences. Intrinsic values include the following:

Contrary to this, an ideal aesthetically pleasing site would be a Grand Canyon of sorts where a beautiful landscape is decorated with scenic vistas, mountain peaks, flowing waterfalls or the like.

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	Visually unappealing landscape that is possibly neglected and/or reflects negative human impact (ex. cluttered with trash, large machinery or the like)	Distressed landscape that is in the process of repair	No noticeable physical appeal either good or bad that distinguishes it from surrounding landscape	Visually pleasing, well-maintained landscape that is well-groomed and/or well-managed to attract the uninitiated tourist	Naturally (not manmade) beautiful, navigational landscapes decorated with scenic vistas, mountain peaks, flowing waterfalls or the like – the kind of landscape that inspires paintings (Ex. Vista of the Seven Sacred Pools along the road to Hana in Maui)

Resource

Diversity

Diversity relates to the depth and breadth of the resources such as the flora and fauna at a site. This includes the diversity of animal species of birds, mammals, reptiles, amphibians, and insects as well as site vegetation such as plants, trees, grasses, bushes, and other flora. A site that holds a wide array of resources (i.e. various birds, mammals and insects) will score higher (above 3) than one that has limited resources (i.e. only a few bird and insect species). Alternatively, diversity can also relate to the variety within species. A site that only has a limited variety of plant and animal groups, but has high diversity within species (i.e. seven different types of shorebirds and/or more specifically, seven different plover species) will score higher (above 3) than one that has only a few genus and species (below 3).

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	No diversity among and between species regardless of the density of species	Little diversity among and between species and / or common species that are tolerant of human interruption and therefore are found virtually everywhere.	Average, without any outstanding diversity among or within species that distinguishes it from another site	High diversity either within species (Ex. seven different types of shorebirds) or among species such as not only shorebirds, but also waterfowl, wading birds, songbirds, raptors and game birds	High diversity within and among species (Ex. not only seven different species of shorebirds but also various species of waterfowl, wading, songbirds, etc.)

Specialty

Specialty of the resources relates to the uniqueness of the resource and whether a site is known or identified for this specialty. For example, in Louisiana, a site possessing regionally endemic Roseate

Spoonbills will score higher than a site that possesses merely the ubiquitous Feral Pigeon. Resources that are specific to that site, area or region are more specialized (above 3) than more common, ubiquitous resources (below 3).

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	Lack of special resources. Only common or ubiquitous species found elsewhere in different areas and regions of the country (Ex: Rock Doves)	Mostly common species mixed with very few less common resources (i.e. resources identified as those found along the entire Atlantic Coast).	Regionally endemic species that are prolific throughout the region	Unique resources endemic to that particular area which are found only in that area, region, or specific habitat (Ex: Northern Jacana found only along the coast of Texas, parts of Arizona and Mexico).	Unique resources endemic that are found only at that particular site or in a specific area either resident or migratory (Ex: XYZ that stops only at 123 site in its migration or a site that lies on one the few remaining tall grass prairie habitats).

Conspicuousness

Conspicuousness resources are those that are blatantly obvious and difficult to miss when at a site. This could be because of the prominence and density of a certain species (i.e. 10,000 Monarch Butterflies that travel through the backyard of a Texas hill country ranch every October) or the grandeur of the resource itself such as mega fauna (i.e. Elk in the Pennsylvania Wilds).

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	No density of species or No identifiable, blatant resource that would draw attention to the resource or site.	Limited number of inconspicuous species, making it difficult to find (Ex: 10 reported five-lined skinks in a 10,000 acre area)	Densities of inconspicuous species/resources	Prominent density of easily viewed (in your face) species or events seasonally throughout the year (Ex: Monarch Butterflies during end of life migration).	Prominent density of easily viewed species or events year round or The presence of conspicuous, (large or uniquely identifiable) species such as mega fauna or obviously identifiable species (Ex: Sturgeon watching in Oregon).

Appeal

The appeal of a site's resources is derived from the aesthetics of the site or the resources themselves. A site that is appealing to one or more of the five senses, especially to an uninitiated nature enthusiast, will score higher (above 3) than a site that is either lacking in visual stimulus or requires an experienced eye to spot (below 3). Appeal also applies to the site species. A site that maintains either year round or during migration, flocks of Sandhill Cranes, a more uncommon species, will be more appealing (above 3) than a site that only hosts a flock of common European Starlings (below 3).

Landscape

Scale

Scale encompasses the scope and grandeur of a site. As urban sprawl encroaches on native habitats, pristine and preserved habitats are more precious. A site that is composed of 1,000 acres of pristine or preserved habitat is on a scale of grandeur that would score it higher than a much smaller site composed of similar habitat. Alternatively, impressive landscapes surrounded by otherwise barren habitats also score high. For example, a pocket park in an otherwise stark urban landscape would receive a high score.

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	Small (<1 acre) barren landscape	Small (<1 acre) landscape that is unproductive and common to other surrounding area landscapes	Large (>20 acres) or small (<1 acre) site that is in the process of rehabilitation back to its original grandeur	Small (<1 acre) of preserved or rehabilitated, native, fruitful landscape in urban setting	Large (>20 acres) of preserved, native, fruitful landscape especially in an urban area (Ex. Central Park)

Integrity

Integrity relates to the quality of the landscape. Sites that are pristine, continuous and undisturbed (above 3) receive a higher score than distressed landscapes that have been negatively altered by natural or human disruptions (below 3). Similarly, previously disturbed landscapes that have been successfully managed to rehabilitate the site and encourage native habitat restoration are equally quality sites (above 3). Examples of this abound in southeastern Pennsylvania where once destructive strip mines have been reclaimed, now serving as extensive grassland habitat and recently attracting nesting Short-eared Owls.

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	Heavily disturbed, distressed landscape that has continuous environmentally negative / detrimental human impacts (Ex. Site located on or near a functioning nuclear power plant, polluting industrial plant)	Disturbed and/or fragmented landscape that is a result of environmentally negative / detrimental human impacts.	Landscape that is moderately distressed as a result of normal natural and/or human wear and tear.	Rehabilitated landscape in early or mid-successional process of restoration. Supports at least early successional habitat and species.	Pristine, continuous and undisturbed landscape or Successfully rehabilitated landscape that is entirely (or nearly) restored (Ex. Pennsylvania's reclaimed acid mines)

Function

Aesthetics

Aesthetics relates to the physical appeal of the landscape. A site that is not well-maintained such as a landscape cluttered with trash or large machinery detracts from the aesthetic appeal of the site and therefore would score lower (below 3) than a well groomed and well-managed managed landscape.

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	Resources that offend (Ex: solid waste site) one of the five senses	Lack of natural resources that appeal to one of the five senses and fail to stimulate the nature experience (Ex: Urban park devoid of trees right next to smokestacks)	Appeals to one of the five senses.	Appeals to more than one of the five senses	Appeals to more than one of the five senses in a positive manner and would add to the nature watching experience and/or has at least one unique appealing species that would appeal to the uninitiated.

Scope

Scope relates to the number of resources/species at a site and their proportion to the world population.

Sites with a limited number of species and density will score lower (below 3) than those that cover a broader range of species and number of resources relative to the world population (above 3).

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	No scope present - no apparent densities and no range of species.	Limited numbers of only prolific or common resources/ species (Ex: the occasional Cardinal)	Seasonal Densities of a limited range of common and uncommon resources.	Seasonal densities of uncommon species whose proportion is great compared to its world population (Ex: Sandhill Cranes migrating through Nebraska Sand Hills)	Prominent density of multiple uncommon species year round with a broad scope (Ex: A site with the largest resident population of XYZ in the country).

Dynamics

Dynamics includes the predictability of the resource, and whether it was seasonal or episodic. A site that is predictable that can guarantee visitors a sound viewing experience throughout the year will score higher (above 3) than a site that is random or episodic (below 3). The dynamics of a site's resources relate to the changing nature of a site such as daily, biannual, annual and seasonal differences including the prominence of various resources at different times of the year. This dynamic can also relate to naturally occurring events such as flooding, burning, high tides and foliage changes.

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	Unpredictable or episodic resources where a visit to the site could be hit or miss.	Dynamic resources or viewing opportunities that are constantly changing or Constant unpredictable resource conditions.	Resources that change seasonally and offer the potential for different experiences for the visitor.	Resources that change seasonally such as during migration but are predictable from season to season and/or year to year.	Constant predictable resources that do not change throughout the year and that a viewer would be guaranteed to see year round.

Significance

Uncommon, occasional and rare resources endemic to the site create a special quality that differentiates it from other surrounding sites. Additionally, endangered or threaten resources or the presence of regionally significant and/or representative resources can set a site apart from other area sites. For example, a site that possesses one of the few remaining places where an XYZ can be seen or a site that is one of the first successful reintroductions of the XYZ since 19XX will score higher due to its significance as either a natural phenomenon or because of successful management and conservation efforts.

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	Lack of significant or rare resources. Only “abundant” species found elsewhere in different areas and regions of the country	Presence of only common resources	Presence of fairly common species intermixed with common species	Presence of uncommon resources	Presence of rare, threatened, or endangered resources

Extrinsic values

Extrinsic values are external to a resource. Although originating outside of the resource, these values do influence the assessment of the resource, as a whole. Extrinsic values are:

Social

Local and/or regional support for a specific site can make the site assessment and trail implementation easier and more successful. Examples include volunteer naturalists, interpretive programs, etc.

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	No social component or Community opposition to the project and trail implementation or opposition to the site's inclusion on the trail	No support for the project and trail implementation; no support for the site's inclusion (Ex: Unable to engage participation by site owner, community or regional businesses)	Acceptance of the project and trail but no active support	Community acceptance and support of the project and trail implementation and acceptance and support for site's inclusion on the trail including participation by site owners, the community and regional businesses.	Not only support for the project, trail and site inclusion but active initiatives to implement trail including community development and implementation new programs to promote the project and/or trail. Active participation by volunteer naturalists and site owners/managers in site nomination, public meetings and to promote the project.

Cultural

Oftentimes, an area's culture is tightly linked to its natural resources and can significantly influence the amount of support and/or opposition to a site's inclusion on the trail. If the site and/or area has cultural aspects that would contribute to the understanding of nature (i.e. an annual decoy carving festival that takes place at a site where there is great waterfowl concentrations) and/or benefit from nature tourism promotion, then it will score higher (above 3) than a site whose culture detracts from the understanding of nature and/or is negatively impacted by nature tourism development (i.e. Nature site located on a sacred Indian burial ground).

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	No cultural component or Cultural aspects that are not consistent with a nature trail and have been detrimental to sustainable nature tourism development (Ex: Cock fighting)	Cultural aspects that would be negatively affected by the site's inclusion on the trail (Ex: Sacred Indian burial ground).	Cultural aspects that would add another dimension but are not necessarily nature related.	Cultural aspects that compliment the theme of the trail.	Cultural aspects that contribute to the understanding of nature and encourage education and nature tourism development and Will benefit from nature tourism development.

Historical

An area's history is often intrinsically related to its natural resources, detailing its past. A site that has a rich historical significance can add to the diversity of the trail. An example is the French and Indian Fort at Crown Point on Lake Champlain. This location is where battles were fought because it was narrow place in lake. Today, the area is the location where migrating warblers drop out of the sky while flying along the Lake.

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	No historical component	Historical aspects that would either negatively affect the trail or be negatively affected by the site's inclusion on the trail	Historical aspects that would add another dimension but are not necessarily nature related.	Historical significance that is connected and relates to the natural world	Direct relation to history and nature that is capitalized on and promoted at the nominated site (Ex: The Lewis and Clark trail in Montana that traces their natural exploration west across the United States)

Recreational

Recreational opportunities can supplement a visitors experience to a site and the region. Sites that have biking and hiking trails and offer other opportunities for other activities (i.e. canoe rentals at a state park surrounding a lake) while visiting the site as well as interpretive materials, signs and other amenities will facilitate a more accommodating, diverse and comfortable nature tourism experience (above 3) than a site that completely lacks any sort amenities or interpretation (below 3).

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	No recreational opportunities or implemented facilities or amenities to supplement the nature experience (Ex: No trails, no interpretive materials, no amenities) or Environmentally detrimental recreational opportunities	Limited recreational opportunities and no amenities, infrastructure or interpretive material or Unrelated recreational opportunities.	Recreational opportunities but no interpretive material or infrastructure to facilitate (i.e. a canoe launch but no rental)	One or more recreational opportunity that coincides with the site and its inclusion on the trail (trails, interpretive, amenities).	Exceptional recreational opportunities and amenities. Implemented interpretive trails, supporting recreational opportunities (canoe rentals, fishing, etc.), interpretive materials, visitor center, amenities such as restrooms, cabin rentals, etc.

Economic

A site that is economically self-sustaining or offers opportunities for economic development and will encourage nature tourism and benefit a site or community will score higher (above 3) than one that either has no sustainable economic opportunities and/ or will face increased costs as a result of inclusion. Examples include a gift shop or admission charged – ways for community to benefit economically from inclusion on the trail.

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	No economic opportunities; costs of inclusion would be negative or an economic burden.	Economic opportunities that are initially negative and an economic burden, requiring additional fund raising or hiring but that would eventually be recovered after the initial investment.	Sites inclusion would not have an economic impact on the site.	Self-sustaining funding for nature tourism (Ex: Admission charge, film admission, program or field trip charge).	Site has opportunities to raise additional funds and provide additional programs, infrastructure, staff, promotion, etc.

Modifiers and constraints

The complete assessment is modified according to a set of constraints or *limiters*. For example, a destination may exhibit a high resource value that is limited by a regulatory constraint. A score of “1” will automatically preclude it from inclusion on the trail. A score of “2” may exhibit the same limitations. However, the site has qualifying factors that seek to mitigate those constraints and prevent it from being automatically eliminated. ASAP modifiers or constraints are:

Ecological

The ecological sensitivity of a site can prevent its recommendation for inclusion. If a site cannot tolerate visitors without it disrupting a delicate ecological balance at the site or being hazardous to the sustainability of the site resources, it will not be recommended for inclusion.

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	Site is too sensitive; inclusion would be hazardous to its sustainability	Site can handle visitors, but they must be limited in number or Site has strict environmental restrictions that limit the visitor's experience the site.	Site can environmentally sustain visitors to the area with some restrictions	Site is stable enough to environmentally sustain visitors to the site.	Site will benefit from inclusion environmentally (Ex: Inclusion will garner greater environmental awareness, and support for ecological programs)

Physical

Physical barriers that prevent or inhibit easy access to the site lessen its suitability for inclusion and therefore would score lower (below 3) than a site that facilitates access (above 3). An example of a physical barrier is the presence of a steep cliff that must be climbed in order to access the observation area.

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	No access (Ex: Posted "no trespassing" signs)	Difficult access (Ex: climbing a steep cliff to get to an observation area or Locked gate that requires permission and a key prior to visiting the site).	Site has no preventative physical obstacles, but does not facilitate access (Ex: A wildlife management area with no parking, no walking trails, etc.)	Site has basic infrastructure needs that allow access such as pull-offs and parking.	Tier two infrastructure needs that go beyond basic access such as parking to improving the viewing experience such as paved trails, wheelchair accessibility, bridges, lookout towers, viewing platforms, etc.

Social

Social constraints are those relating to site owners and/or managers as well as the community. Even if a site scores high on both its intrinsic and extrinsic values, but doesn't have support for the site's inclusion, it will not be recommended.

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	Site owner/ manager does not want visitors or Community does not want visitors	Only partial community support for inclusion or Owner/manager didn't originally want to be included or support the trail, but has begun cooperating or Only support with strict regulations.	Site and community acceptance but not clear, active support or participation.	Community and site owner cooperation and support for the trail in general and inclusion of the site specifically.	Active support and promotion for the site's inclusion by the site owner/ manager and the community and active participation in working with and between site managers to promote the trail or encourage support.

Cultural

Cultural modifiers relate to the area's people and history that could either preclude it from inclusion or a culture that would correlate well with the nature trail and would not be negatively impacted by the trail. Rather, the inclusion of such sites would enrich the area's culture.

	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	Negative cultural impacts (Ex: Infringing on sacred Native American burial sites)	While inclusion might be counterculture or have negative impacts, plans are being discussed and initiated to mitigate the negative impact.	No negative cultural impact	Site and trail are consistent with the area's culture.	Positive cultural impact as a result of the site's inclusion or synergy between culture and site. Inclusion would enrich the area's culture.

Health and safety

If there are health concerns such as the presence of venomous snakes without reasonable access to an anti-venom or safety concerns such as the lack of safe pull-offs or conditions that would cause a visit to a site to be difficult or dangerous, its recommendation would be modified accordingly.

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	Site access is dangerous (Ex: Located on a busy road with no pull-offs) or Poses dangerous risks to visitors (Ex: Venomous snakes without any knowledgeable staff or anti-venom)	Site access poses risks with mitigating factors (Ex: Venomous snakes with knowledgeable staff with anti-venom) or Dangerous access currently (Ex: Busy road no pull-offs) but plans in place to build pull-off or arrange for safe stopping.	Likelihood of health or safety concerns is limited.	Site access is moderately safe (Ex: pull-offs rather than parking lot) and there is staff trained to handle most issues that may arise.	Site access is safe (Ex: Parking lot) and has precautionary measures already implemented such as guard rails, paved paths and trained staff equipped to deal with most health and safety concerns.

Regulatory

Regulatory modifiers relate to restrictions specific to the site. An example is maximum occupancy regulations in Wilderness area's enabling legislation or a less restricting one, hunting season access restrictions to permit holders only during specified times of year.

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	Regulations that prevent site access or the viewing experience.	Regulations that restrict access or inhibit the viewing experience but are being mitigated (Ex: Maximum occupancy regulations)	Regulations that restrict access but do not inhibit the viewing experience and provide alternatives	No regulations or Ones that are necessary to ensure safety (Ex: Hunting regulations that prevent wildlife viewing during the season)	Regulations that encourage nature tourism or wildlife viewing

Political

Political modifiers relate to the site management agency. If the agency would not like to include access to a site for departmental reasons (social or cultural or economic) or others it would score lower (below 3) than a site for which the agency has support (above 3).

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	Political issues prevent the inclusion on the trail.	Politically sensitive site that is being mitigated (Ex: Windmills in Bureau County, Illinois that have pitted big business against environmentalists but have begun working together to mitigate the environmentalists' concerns – bird deaths) or One that has strict restrictions with mitigating factors	No political issues surrounding the site.	Support throughout the agency and no political contention regarding the site.	Political support and promotion as a priority.

Economic

If inclusion of the site has a negative financial impact to site manager by increased visitation such as increased costs of trash collection, program management, trail maintenance, etc. it would receive a lower score (below 3).

0	1	2	3	4	5
N/A	Poor	Fair	Average/ Good	Very Good	Excellent
	Inclusion would be a financial burden to the site or They simply cannot afford to be on the trail.	Start up costs and early maintenance costs would be high but plans are in place to mitigate these costs and recover at least a portion.	Inclusion has no economic impact on the site.	Site benefits economically from inclusion on the trail.	Site benefits economically from inclusion on the trail enough so that it can use those funds to initiate additional programs, projects and infrastructure that it otherwise would not without the economic benefit from the site's inclusion on the trail.

Portals

A *portal* is an interpreted welcome center that ushers the general public into the natural world. A portal offers the traveling public a destination, and serves as a door through which to enter nature. Only select waypoints are capable of functioning as portals, of combining the tourism function of a welcome center with the educational and recreational capabilities of a nature center.

Portal sites must meet the criteria for being a “waypoint.” In addition to containing one or more of the key values of a waypoint, portal sites offer multiple values that set them apart from the remaining waypoints. These sites serve as the best representation of the area, loop, or trail and/or are the best representations of the trail’s thematic itinerary. These are the sites that most epitomize the trail.

Values of portals (waypoints must possess one or more of these in order to qualify as a portal site):

- Serve as an exceptional representative of the area
 - Endemic plants, animals, habitats, etc.
 - Vast expanses of pristine habitat representative of the area (i.e. the presence of certain species at a given site may make it a portal site such as Roseate Spoonbill).
 - Large mammals such as elk, moose, bison, bears, dolphins, and whales are examples of mammals that are so conspicuous and approachable that they forge an immediate bond with the viewer and stimulate his interest in nature. The traveler does not need be an experienced natural historian with expensive binoculars and a portable library of field guides to appreciate these magnificent creatures.
- Large concentrations of wildlife function in a similar manner
 - Sandhill Cranes along the Platte River in Nebraska, Mexican Free-tailed Bats in Bracken Cave, or Monarchs in Michoacan all usher the uninitiated or inexperienced tourist into the world of nature tourism.
- Multidimensional
 - Multiple landscapes
 - Habitat diversity (ex. fresh and saltwater marsh as well as bottomland hardwood forest, etc.)
 - Wildlife diversity
- Unique attribute(s) that sets it apart from all other waypoints
 - Unique habitat, landscape, etc.
 - Endangered species
 - Icon species (Roseate Spoonbill)
- Usher tourists into the area
 - Site has informational brochures, kiosks, staffing, etc. (state parks with written material, educational tours, area information)
 - Serve as a central area from which other sites can be explored (welcome centers with area information and guides to the area)
- Accessibility / amenities
 - Easily accessible (i.e. off interstates or some easily accessible road)
 - Safe (i.e. safe pull-offs)
 - Well-maintained / adequate amenities
 - Well-maintained trails, etc.

Section 2

Appendix 12

MOT/DOT New Tourism
Sign Policy

MAINE DEPARTMENT OF TRANSPORTATION

GUIDELINE FOR THE INSTALLATION OF TOURISM SIGNS

SUMMARY: This guideline establishes procedures and policies for the installation and maintenance of tourism signs on public ways throughout Maine. It includes eligibility standards and the location, number, design, size, maintenance, and permit procedures for the installation and maintenance of such signs.

This guideline does not apply to tourism signs within the right-of-way of the interstate highway system.

This guideline does not cover directional signs regulated by municipalities with which the Maine Department of Transportation has an agreement to 23 M.R.S.A. §1906, sub-§ 2. Applicants should check with affected municipalities to determine whether directional signs are regulated.

I. DEFINITIONS

- A. Logo. A single or multicolored symbolic design used to identify a point of interest.
- B. Public Way. Public way means any road capable of carrying motor vehicles, including, but not limited to, any State highway, municipal road, county road, unincorporated territory, or other road dedicated to the public. Public ways do not include publically accessible private ways.
- C. Sign Assembly. A sign assembly consists of one or more tourism signs on a single support post.
- D. Symbol. A symbol is a design used to identify traveler services approved for use in the Federal Highway Administration “Manual on Uniform Traffic Control Devices” or by the Maine Department of Transportation (the Department) as depicted in Figure 1.
- E. Entity. Entity is a non-profit organization or governmental unit that has a legal identity which is separate from those of its members.
- F. Eligible Points of Interest. Must be visitor-ready and meet site criteria as defined by the Nature-Based Tourism Assessment Guidelines.
- F. Owner of Tourism Sign. The owner of the tourism sign is the entity or State agency, which has identified the point of interest, has submitted an application and received approval for a sign, has paid for fabrication and installation of the sign, and is responsible for all approvals and fees associated with maintenance and replacement of the sign.

II. GENERAL REQUIREMENT

A. Location

Tourism signs shall be located within the right-of-way of a public way on approaches to intersections where travelers must change direction from one public way to another to reach a point of interest or, where appropriate, at the end of T intersections. Signs shall be installed for eligible points of interest after each location has been reviewed by Maine DOT.

Tourism signs shall be located so as to avoid visual conflict with other signs, to have the least impact on the scenic environment, and to take advantage of the natural terrain. Tourism signs shall not be permitted at locations where the directional information contained thereon may be misinterpreted, misleading, or otherwise confusing to the traveling public. Tourism directional signs must be installed to provide continuity of guidance from the first sign to the actual point of interest. If the location of the point of interest is not on a public way, signs containing directional information must be installed on the private way before signs approved by the Department are installed on the public way leading to the point of interest.

Tourism signs shall be located so as not to interfere with, obstruct, or divert a driver's attention from a traffic control sign or device. Traffic control signs or devices placed at intersection approaches subsequent to the placement of tourism signs shall have precedence as to location and may require the relocation of tourism signs.

Note: Use of Chickadee logo, a registered trademark of the Main Office of Tourism, on directional signage on private property is by permission only and shall follow design guidelines designated by the Maine Office of Tourism

B. Distances for installation

Unless traffic safety is not adversely affected tourism signs in general shall be at least 200 feet from traffic control signs or devices. Successive tourism sign assemblies shall be spaced sufficiently apart for drivers to comprehend the messages contained thereon.

C. Number of Signs / Assembly

There shall be a maximum of three tourism signs per assembly and each sign shall be mounted three inches from the next sign below or above it.

D. Color

The background color of all tourism signs shall be brown and shall be in accordance with highway brown color. The legend shall be white.

E. Size

All signs shall be 12 inches vertical and 48 inches horizontal. The Department may authorize other sized signs for supplemental information.

F. Fabrication, Installation and Maintenance

Tourism signs shall be fabricated by the Department at a cost determined by the Department to the applicant/owner. The signs shall be installed by the Department at approved locations on public ways and on sign posts furnished by the Department. The Department shall be responsible for maintenance of the sign supports.

Signs that become lost, stolen, defaced or otherwise damaged or deteriorated shall be replaced by the applicant/owner and reinstalled by DOT.

The owners of tourism signs that lead to points of interest no longer offering such traveler experience, or signs that are no longer applicable because of funding or upkeep of the tourism destination, shall notify the Department to have the signs removed. The Department may remove tourism signs if they are in a state of disrepair and/or if requested to do so by the Maine Office of Tourism (MOT).

Figure 1



III. PERMITTING

Application for a tourism sign shall be made on forms furnished by the Department. Applications will be processed and permits issued in the order of receipt of applications by the Department.

Any application for a tourism sign is subject to review by the Department. The Department shall have final responsibility and authority to determine the specific size and location of any sign. Signs not deemed to meet the intent and purpose of these guidelines or the criteria established herein shall not be approved or installed.

IV. Eligibility

A. General Requirements

Tourism signs shall only be for the specific purpose of providing directional information to travelers in order to reach a point of interest. The Maine Office of Tourism in conjunction with

the Department of Transportation shall determine what constitutes an eligible point of interest. Maine DOT will establish the maximum number of signs that may be installed at any given point.

B. Site Requirements

1. Title or interest for sign location.
2. Parking
3. Capacity
4. Meet additional criteria as established by the Maine Office of Tourism. Reference separate selection criteria document.

Section 2

Appendix 13

Fermata Recommended Thematic
Framework

INTERPRETIVE THEMATIC FRAMEWORK

This Thematic Framework identifies a cluster of engaging, coherent and cohesive interpretive messages to serve as a guiding star in the development of public programs for the Maine Nature Tourism Initiative. By placing visitor experiences within a heritage context, this framework draws on the inter-related resources of nature, history and culture. In this way, recreational activities for both residents and visitors are located in a context that is simultaneously stimulating, meaningful and illuminating.

The framework consists of an Overarching Theme and three Sub-Themes. In time, core storylines will be developed and added to the framework. An Overarching Theme, by its very nature, is broad and inclusive. It is suggestive and multi-faceted. It has diverse implications. Sub-Themes, although still broad, are, at the same time, concrete and focused. While they work on more than one level, Sub-Themes are not as abstract or subtle as an Overarching Theme. Storylines are even more detailed, precise and particular. They combine a series of similar and related stories, events and incidents.

This Thematic Framework draws on the ongoing work of the Maine Mountain Heritage Network as a model. Steeped in local resources, traditions and stories, the Network has developed a series of thematic statements that are, with some modification and refinement, applicable statewide. While the framework delineated in this document has its own distinctive terms and themes, it very much builds on the previous work of the Heritage Network.

Goals

Clearly articulated interpretive goals are essential to the planning process. Such goals are especially important in helping to formulate interpretive themes or core messages. In the end these same goals also shape and impact the public programs that visitors encounter while touring the state.

Based on a review of key documents, meetings and interviews, the proposed interpretive goals for the Maine Nature Tourism Experience are:

- Develop meaningful themes and engaging public programs that highlight the interplay of nature, history and culture statewide.
- Identify themes and public programs that join the past, present and future, and, therefore, are relevant to the lives of contemporary visitors.
- Develop interpretive approaches that center around immersive experiences. Whether indoors or outdoors, immersive experiences are key to memorable and effective interpretation.
- Formulate themes, messages and programs that are authentic and indigenous to the state, while simultaneously addressing the interests and concerns of a larger American and worldwide audience.
- Generate a sense of community pride and encourage involvement while fostering an identity that is both genuine and immediately recognizable.

Overarching Theme: Living On The Edge

Bordering on Canada and the Atlantic Ocean, dotted with communities that are immediately adjacent to immense tracts of forests or the rugged seacoast, subject to extreme variations in weather and unrelenting winters, in more ways than one Maine and its residents live on the edge. These conditions make for sturdy character, inventive practices and a rich heritage. At the same time, these very same conditions have long made Maine attractive and exciting to a wide array of visitors. The challenge of engaging life without the easy comforts and amenities of modern civilization has for many years proven to be a magnet for people in search of adventure and immediate experience.

Ecologically, “an edge” has additional meanings. It is a place pulsating with life. Where meadow and woods meet, where land touches water, where one climatic zone intersects with another—all of which can be found in Maine--wildlife is diverse, abundant and active. Similarly, in cultural life there is parallel to this natural phenomenon. Where two cultures intersect—as in Maine where French-Canadian and Anglo-American cultures overlap—unexpected and unusual phenomena appear.

Today, as in past generations, the diverse ways in which life on the edge can be explored and experienced in Maine offers a gamut of meanings and attractions. Living on the Edge is an abiding characteristic of the state in light of its rich nature, history and culture.

Sub-Theme #1: Innovative By Nature

With a vast and rugged terrain of mountains, forests, seacoast, rivers and large lakes, Maine has virtually forced its inhabitants to become innovative, inventive and clever. Those who cannot grapple with the challenging natural conditions will not endure or survive. This state is not for the faint of heart. Furthermore, because nature is dynamic and constantly changing, solutions that work at one time are not easily applicable in another. Changes in nature demand flexible—rather than static--responses.

To make a living under these circumstances, residents of Maine have made use of the state’s natural resources, often in remarkable ways. Agriculturally, residents have marketed dairy products, apples, potatoes and maple syrup. Rivers have been harnessed for lumbering, papermaking, textile production, shoemaking and hydroelectric power. The forests have been logged, clear-cut and now finally managed. Granite and slate deposits mined. Rivers and ocean fished. Ice exported. A shipbuilding industry has bolstered the nation’s commerce and defense. Craftspeople have fashioned custom furniture, wreaths and specialty goods. For well over a century the nature based tourism industry has been a steadily growing part of the Maine economy and experience.

In Maine, even town life is to a degree shaped by nature. Because of location and access to resources some towns have become predominantly agricultural, others manufacturing centers, still others oriented to the lumber industry, while others have served as transportation hubs.

Sub-Theme #2: State Of Connectedness

Although population in Maine is generally sparse and natural barriers immense, over the generations, residents have gone to great lengths to surmount obstacles and make contact with one another. In many ways, Native Americans—forebears of the Penobscot, the Passamaquoddy, the Maliseet and the Micmac who still reside in the state--led the way in this regard. They not only developed trail systems for land travel and birch bark canoes for water transportation, but they were at the forefront in envisioning the entire natural world as a dynamic, interdependent and interacting entity.

In a more technological era, during the late nineteenth century residents of Maine constructed a far-reaching trolley system that connected most major towns and made it possible to travel from the Kennebec Valley to Kittery by trolley. Today the Allagash Wilderness Waterway, the Northern Forest Canoe Trail, the Carrabassett River Trail, the Nashua River Rail Trail and the famed Appalachian Mountain Trail (which terminates at Mount Katahdin) carry on an old tradition and are only a few of the water, bike and walking trails that join one part of the state to another.

Maine's towns and cities are yet another way in which the state's inhabitants have developed a myriad of ways to maintain contact and develop interdependent networks under challenging natural circumstances.

Sub-Theme #3: Maine In The World

Naturally, culturally and historically, Maine has always been a part of a larger world network. Wildlife knows no national, state or county borders, as the flocks of birds migrating to Maine testify each year. Similarly, generations of Passamaquoddy, who lived here well before Europeans settled in the area, freely passed between areas now called New Brunswick and Maine.

Over the centuries, French Canadians, English, Scotch Irish, Swedes, Finns and Italians among others have immigrated to Maine to make it home. In turn, Maine industrialists and entrepreneurs shipped textiles, ice, potatoes, fish, and shoes to distant ports long before the term "global economy" was conceived. Today, tourists from around the world vacation in Maine to experience firsthand the state's remote forests, mountains, rivers and lakes. Similarly, each year hundreds of hikers leave Georgia intent on hiking the entire Appalachian Trail, with its final 281 miles in the state. In short, although on first impression Maine appears isolated and apart, in fact it is—and has long been—a vital component of a larger world wide system.

Section 2

Appendix 2

Final Assessment

Notations

SITE	AVG	Access/landowner permission	Parking	Signage (existing & needed)	Mitigation required for sensitive areas	Toilets & hygiene concerns	Health & Safety Considerations	Capacity & carrying capacity issues	Maintenance & cleanliness issues	Proximity to community services	Regulatory Issues	Need for interpretive materials	Other Comments
Primary Sites													
Demonstration Forest	3.478	No issues. Site is waiting upon recommendations, landowner and managers are looking to increase usage and encourage sites promotion and inclusion.	Parking is adequate at facility for up to 6-8 vehicles. No additional parking is needed. Potential for clarification as to location of spaces and designated parking areas.	Minimal existing signage. Current sign is confusing, easily misinterpreted as a Tree Farm, not visible from Roadway. Signage only at site, no off site signs. Sign on RT 11 and turnoff suggested.	None needed	Primitive outhouse facility is present on site. Signage needed for facilities location as is different from others. No other concern.	Rough trails and terrain not readily accessible for individuals not capable of walking uneven paths up hills and through forested areas.	Currently site is under capacity and can carry more visitors	Site is clean, no waste facilities are present. Currently promoted as a carry-in/carry-out facility	Remote location, on dirt road. Not readily available to community services.	None known	Interpretive signs are present with guide from trail map. Interpretive materials could be moved from guide to on-site to remove need for map.	
Mount Kineo	4.867	Have landowner (Bureau of Parks and Lands) permission to include in itinerary.	Adequate parking available for cars at Rockwood boat ramp; adequate room for landing kayaks and canoe at Kineo; docking space for 10-12 power boats.	Adequate signage at Rockwood boat ramp but should be standardized. Could use additional interpretive signage while on Kineo.	None needed.	Sanitary facilities located at Rockwood boat ramp; none currently located on Kineo.	Crossing Moosehead Lake from Rockwood to Kineo can be hazardous when string winds develop; Indian Trail to summit of Mount Kineois steep and rugged.	No issues at present; site is under capacity at this time. Visitation will be self limiting due to difficult access.	BPL's Western Region does campsite maintenance while the Northern Region does trail maintenance.	One mile by water to Rockwood and then 18 miles to Greenville.	None known.	Interpretative signs at bottom of trail and at summit needed.	Chamber of commerce information regarding water shuttle location is inaccurate, since the location has changed in summer 2006.
Gulf Hagas	4.333	Dave Field will have to present request to board at next meeting.	Adequate parking at established site. Western site will need to be expanded parking.	Signage to AT and Gulf Hagas parking is adequate; also every vehicle must stop at an entrance gate where they can obtain additional directions or maps.	MATC maintains trail system. None other than additional trail maintenance.	Primitive outhouse facility at parking area; none available along trail.	Steep and rugged trails. Some fatalities have occurred over the years on Rim Trail.	Trails are already heavily used; MATC has not conducted a carrying capacity assessment but it is not a major concern at this time.	MATC maintains the Gulf Hagas trails.	Remote location; community services not readily available.	Regs are typical of Nat'l Park Service (no motorized vehicles, fires or camping).	Adequate signage.	The road in from Katahdin Iron Works was rough (potholes, wash boarding, etc.). Trailhead signs indicate the trail is rough, steep, and strenuous. Hiking the Gulf from this location may not be appropriate for small children
Lily Bay SP	4.130	Have preliminary landowner permission for inclusion in the itinerary.	There are 90 campsites and 25-30 parking spaces for day use. Boat Launch at Rowell Cove = 15-25 spaces with another 10 or so at Dunn. Parking determines quality of experience by limiting capacity. No plans to expand.	Good directional signage. No further recommendations.	None needed .	Shower/restroom facility with baby changing station. Shower is ADA accessible. Two units with large number of camp sites. Beach not ADA accessible. Two handicapped accessible campsites/wheelchair.	None known.	Lily Bay is often at capacity for camping in July and August. 20% on non-reserved basis. Close to further use 5-10 times per summer. Day use is less likely to be at capacity. Open May 15 - Columbus Day. Reservations made at www.campwithme.com	Very well maintained and clean. Maintained by Parks & Rec.	The park is located about 10 miles from downtown Greenville where most services are available.	Regulations are those typical of all State parks. Dogs allowed on leash. Hunting allowed at least 300' away from all buildings/people, etc.	Adequate signage. There are a few interpretive signs on trees identifying species. No real need for interpretive signage here.	Excellent boating facilities with ramps and excellent water access; Excellent swimming beach and playground facilities for children.
Peaks Kenny SP	4.087	Have landowner permission for inclusion in itinerary. This 800 acre park closes Sept 30 and opens April 15, though the park is open for use 365 days per year by walking in. The gate is 1.5 miles from the beach. Great capacity for additional	Currently have adequate parking for 100 cars. Sometimes close park in July & August (10 times) due to heavy day use and camping. Discussion underway about increasing parking area by the gate for winter sports access.	Good directional signage. No further recommendations.	None needed currently. Ten miles of hiking trails not heavily used and are kept natural. Increased use is encouraged.	Excellent water quality. This park has 56 camping sites, 16 of which are available without reservations. Thus the campground is generally full. The day use at this park is more fully	None known. Extremely high quality water - some of the purest in Maine!	Hiking trails have plenty of additional capacity. Beach area is at capacity approximately 10 times during July & Aug. Camping sites are at capacity from July 4 - Aug. Additional capacity for off season and weekday use.	Park is well maintained and very clean. Water quality is outstanding.	Park is located 4.5 miles from the nearest hospital and all services in Downtown Dover-Foxcroft.	Regulations are those typical of all State parks.	Adequate signage.	Boat ramp is about two miles from the park in another area of the lake. Old water system forces early closure due to length of time it takes to drain in prep for winter.
Borestone Mt.	4.478	Landowner happy to have site included in itinerary. This 1700 acre park is open 365 years without staffing. Staff is available from May through September.	Current parking offers space for 6-10 vehicles if they park each other "in". The Audubon Society is currently working to upgrade the parking area and make it more user friendly.	Two directional signs exist leading in to the site, but better signage is needed in Guilford and Willimantic.	None currently needed. Audubon monitors very carefully.	Public restrooms with composting toilets are located 1 mile up the trail, about half way. Audubon Society maintains this facility.	Some visitors should not go to the summit, but can stop and wait at the interpretive site halfway.	This 1700 acre site has capacity for 4,000 to 5,000 visitors. The current average is 3,000 so there is available capacity.	The site is generally clean and well maintained. The trail is being upgraded currently.	Borestone is located about 5 miles from Monson for basic services, i.e. gas, convenience food, etc. Nearest hospital is 15 miles.	No Dogs. No off-trail exploring. No collecting of plants, etc. No hunting, trapping, fishing in the preserve.	There is interpretive signage at the entrance to the site.	This site is open to the public 365 days a year, but with no personnel during the majority of the year. The purpose of this site is to connect people with nature!
NREC Interpretive Trail & Resource Center	3.783	To reach the trailhead from the parking lot, visitors must negotiate down a grassy slope that may be slippery when wet. No other physical barriers. Have landowner permission for inclusion in itinerary.	Resource is adjacent to MDOT rest area. Parking area can accommodate 15-20 cars currently. No additional parking needed until visitation increases.	Trail signs need to be improved. Signage is within the rest area. Needs directional signage recognizing the resource from the roadway.	None at this time. There is an adjacent area that NREC would like to include in the trail system that may require a boardwalk because of the wetness and	The rest area includes privies, picnic tables with shelters and grills. Well-maintained. Proposed NREC facility will provide interpretive facilities in the future and greatly enhance the site. Over	None known.	Currently the site sees limited usage. Could handle 100+ visitors before needing to address any mitigation issues.	Maintained by the NREC group and MDOT. Site is well maintained and clean.	This resource is less approximately two miles from downtown Greenville where most services, including a hospital, are available.	None known.	There is interpretive signage at the trailhead, but trail signage needs to be improved and interpretive materials noting the species that have been identified would be helpful.	
AT Trailhead	4.304	Landowner permission for inclusion.	Parking area will be undergoing improvements to appearance and configuration. MDOT access issues will also be addressed.	Need better signage; no directional signs currently exist.	Maine AT and ATC monitor.	No sanitary facilities currently exist at trail head.	None known.	Trail system not currently at capacity, except summer weekend use in the Gulf Hagas area.	Well maintained through the use of volunteers.	Some areas are closer to community services than others, i.e. Monson is approx 2 miles from the trail. Most of the trail is fairly remote from community services.	Regulations established by AMC		Upgrades are being planned for the parking area and trailhead by PCEDC group.
Katahdin Iron Works	3.826	Have landowner permission for inclusion in itinerary.	Adequate parking capacity.	There is no directional signage when traveling from Brownville toward KI.	None needed.	No sanitary facilities on state land. There is a privy located behind the gatehouse.	None known.	Site is under capacity.	There is no maintenance staff on-site.	Remote location; community services not readily available.	Site is protected under Maine Antiquities Act.	Adequate interpretive signage in place; BPL is re-developing their brochures, however.	Needs directional signage on Rt. 11 when coming from Brownville
Little Moose Unit BPL	4.043	Site is accessible and open to the public free of charge. Bureau of Parks and Lands oversees this site.	Adequate parking for 20+ vehicles at entrance and much more parking at the Big Moose Mountain Trailhead. Initial parking area is unattractive (potholes & trash) with inadequate explanation of all the recreational options	Only directional sign is the blue sign at the entrance on Rt. 15. Interpretive signage is located throughout the site at various access points.	None Known.	Privies are located throughout the unit at the campsites only. Campsites are located on the ponds in this unit. There are no other comfort facilities available on this unit. Gravel Pit	Some hikes (off the gravel roads) are more rigorous than others, People should be in good physical condition.	This is a very large unit with great carrying capacity. The unit currently gets very limited use therefore has great capacity.	Site sometimes after a weekend has some trash.	This unit is within five miles of downtown Greenville with most services, including a hospital.	All traditional uses are allowed on this unit, including ATVing, hunting, mountain biking, etc. All trails are shared use. Permits are required for campfires.	Interpretive signs are located at the trailheads throughout the unit. Campsite regulations are posted at each campsite within the unit. Maps and interpretive materials would be helpful to the public to find their way through this diverse and unit	BPL uses size of parking lots to limit use and maintain quality of experience
Kennebec River Outlets	3.696	Dam is privately owned. Permission to include dam is likely but final decision rests with home office.	Parking areas on both sides of Kennebec River are state owned. Parking for the dam is at these locations. Parking should be expanded.	Needs additional signage.	None known.	No public sanitary facilities available on-site.	None known.	None known.	State is responsible for parking area. Dam is privately owned.	Site is approximately 10 miles from Greenville.	Maine State fishing regs.	No interpretive signage currently at the site.	IF&W is planning major upgrades to these sites in 2006-07.

SITE	AVG	Access/landowner permission	Parking	Signage (existing & needed)	Mitigation required for sensitive areas	Toilets & hygiene concerns	Health & Safety Considerations	Capacity & carrying capacity issues	Maintenance & cleanliness issues	Proximity to community services	Regulatory Issues	Need for interpretive materials	Other Comments
Primary Sites													
Moosehead Marine/ SS Katahdin	4.261	Moosehead Marine Museum supports inclusion on the itinerary. This resource is easily accessible.	Ample parking is available in the public parking lot adjacent to the museum. Additional public parking is accessible to the museum by a short walk along the boardwalk and across Pritham Avenue.	Blue directional sign is located at the intersection and signage on the Museum. The "Katahdin" is highly visible from the road in downtown Greenville from any direction.	None needed.	Public restrooms are available on the "Katahdin" and in the museum.	The only safety issues are those associated with any cruise boat. The "Katahdin" is licensed by the U.S. Coastguard and has to be in compliance for operations.	The only safety issues are those associated with any cruise boat. The "Katahdin" is licensed by the U.S. Coastguard and has to be in compliance for operations.	The facility is clean and well maintained by the Moosehead marine Museum, a private, non-profit board of directors. The Marine Museum consists of the vessel "Katahdin" and a small museum located on the shore where the vessel is docked.	Facility is located in downtown Greenville. The "Katahdin" cruises Moosehead Lake between Greenville, Mt. Kineo and occasionally to Northeast Carry.	The boat is non-smoking and under U. S. Coastguard regulations.	Interpretive materials are located throughout the vessel and the museum which help to place the boat within the history and culture of the North Maine Woods. The captain talks about the history and culture throughout the cruise describing the importance of the logging history to the region.	
Sebeois Lake BPL Unit	3.652	Bureau of Parks & Lands is agreeable to include this site in the itinerary. North Maine Woods under contract maintains the site.	There is currently parking room for 6 vehicles at the first boat launch. If use increases, more parking will be needed.	Needs better directional signage.	None Needed.	One pit privy is located at each boat launch.	This site lacks land based campsites - only 5-6. Most camp sites are water access. Best wildlife viewing is by water or on a short one mile trail well into the unit. Many people do not go that far over rough road.	Site is at capacity on weekends. Best opportunity to find a campsite is mid-week. Site is cleaned and cleared of trash only once weekly.	Facility was recently cut with slash left near road as of this site visit. This has been cleaned up since that visit. Road was a bit rough.	Nearest communities are Brownville Jct. and Millinocket which are about 10-12 miles. Millinocket has a hospital.	Regulations are the same as most BPL Units.	Maps are available through BPL.	
Secondary Sites													
Pleasant River Walk	3.130	Site access is available and open to the public	Adequate parking on site. Parking is located on town park site and River Walk begins on North end of the playground	Minimal signage to site. Small access sign appears on left side of road. Trailhead sign points to culvert making it difficult to access trail. Larger sign to parking facilities, move sign to adequately direct walkers to trail.	None needed	No facilities on site	Narrow overgrown trail with stumpage/roots/cables. Visitors should know limitations before walking trail and proceed at their own risk.	Site is under capacity and could handle much more usage	Site is fairly clean, maintained by volunteers. Visible debris left over from former Landfill adjacent to trail.	Site is located within town limits adjacent to a residential neighborhood and community services.	None known, easements have been put into place across multiple landowners thus access is guaranteed.	Additional interpretive material is needed. Further directive signage and interpretive material should be considered.	
Guilford River Walk	3.435	Site access is well maintained and open to the public. The site is maintained by private companies for the town of Guilford and they want to be included in the itinerary	A newly constructed parking area is adjacent to the site that can handle 8-10 vehicles. Although there was a little erosion after the June rains, that is easily mitigated.	A brand new sign at the entrance to the site is visible coming from Sangerville. There is no signage from Guilford or from Dover-Foxcroft on Rt. 15.	Mitigation was needed for erosion an the parking area, but has been taken care of.	No facilities on site	This trail, just under 1 mile long, is pleasant and cool with hardwood overstory. The trail is wide and well maintained. There are picnic tables and benches for resting and relaxing along the river.	Site is under capacity, though used by many local people.	Well maintained and clean. Maintenance is done by hardwood Products, The cartwright Family and Pride Manufacturing.	Site is within the town of Guilford and adjacent to a residential area.	None known. Land donated by the Cartwright family.	Interpretive signage would be nice. Locals say that osprey, eagles and other species can be sited here, but one could easily miss that. Timing is everything!	
Ripogenous Dam	3.087	Access granted through FERC licensing.	Minimal parking is available 4-6 spaces on side of access road. Adequate to meet the needs of the facility	Minimal signage, access from private road, additional signage is recommended, but may not be encouraged.	none needed	None available	Railings and protective measures are made on both sides of Dam, access trail on north side of dam has rough terrain and steep cliffs. Anyone able to walk smooth path should be able to navigate dam facility.	Site is currently under capacity for usage. Site could maintain more visitors.	Site is clean. Facility is maintained by the hydro power company and visitors, however no disposal facilities are available	Site is remotely located to Millinocket (35 miles) or Greenville (30 miles) via private road	FERC regulations pertaining to access	Minimal interpretive materials exist on site. Further explanation as to historical information, dam and regional species may add to experience.	
Dolby Pond Picnic Area	2.652	Access granted through BPL rest stop	minimal parking is available (4-6 spaces). Adequate to meet the needs of the facility	Signage is adequate	None needed	Portable toilet available on site	No concern	Site is currently under utilized	Site is adequate, facility is maintained by BPL. Visible trash is evident on site and should be cleaned more often	site is located between Millinocket and East Millinocket (3.5 miles) from local services	none known	None on site currently, explanations of Dolby Pond and history of waterbody and logging may add to the sites interpretive value.	

Site	Permission	Contact	Description	With Changes	Infrastructureal Changes	Budget
Piscataquis County Demonstration Forest	Yes - permission rec'd.	Joanna Zink Tarrazzi; Exec. Director; Piscataquis Soil & water Conservation District; 42 Pine Crest Drive; Dover-Foxcroft, ME 04426; 564-2321	OK	None	Signage (paid for, but not produced)	
Mount Kineo	Sent to DOC; descrip returned; no permissions.	Tim Haskell, Maine DOC, Bureau of Parks & Lands; 106 Hogan Rd., Bangor, ME 04401; 941-4014	Changes		minor trail repair being handled by BPL	
Gulf Hags	Yes - permission rec'd.	Dave Field, U Maine; Donald K. Stack; President; 11 Patten Farm Rd.; Buxton, ME 04093	Changes	Changes made	OK; may need expanded parking with increased use	
Lily Bay State Park	Sent to DOC; descrip returned; no permissions	Tim Haskell, Maine DOC, Bureau of Parks & Lands; 106 Hogan Rd., Bangor, ME 04401; 941-4014	Changes		upgrade bathhouse, playground, etc.	845,760.00
Peaks Kenny State Park	Sent to DOC; descrip returned; no permissions.	Tim Haskell, Maine DOC, Bureau of Parks & Lands; 106 Hogan Rd., Bangor, ME 04401; 941-4014	Changes		update water system to allow for longer season	843,760.00
Borestone Mountain Audubon Preserve	Yes - permission rec'd.	Robert S. Savage; Director of Property Management; 20 Gilstrap Farm Rd.; Falmouth, ME 04105; 781-2330 X 228	Changes	Changes	OK	
NREC Interpretive Trail & Resource Center	Yes-permission rec'd.	Eric Ward; Darci Schofield, PO Box 1363, Greenville, ME 04441; 695-3596	Minor Changes	Minor changes	OK	
Appalachian Trail Trailhead	Yes - permission rec'd.	Douglas Kane; Regional Wildlife Biologist; P.O. Box 551; Greenville, ME 04441; 695-3756	Minor Changes	None	parking area needs resurfacing; signs	4,500.00
Katahdin Iron Works	Sent to DOC; descrip returned; no permissions.	Tim Haskell, Maine DOC, Bureau of Parks & Lands; 106 Hogan Rd., Bangor, ME 04401; 941-4014	Minor Changes		need structural repairs on the kiln and furnace; no engineering yet	200,000.00
Little Moose Unit Bureau of Parks and Lands	Yes-permission rec'd.	Peter D. Smith; Regional Land Manager; P.O. Box 327; Farmington, ME 04938; 778-8233	OK	None ?	upgrade parking area, kiosk	6,000.00
Kennebec River East Outlet	Sent to IF&W; These sites will not be ready until 2008.	Contact for permission unresolved between: Florida Light & Power Inland Fisheries & Wildlife; sites will not be ready until summer 2008 for promotion	?		Florida Light & Power upgrading parking areas and access as part of FERC relicensing process	
Kennebec River West Outlet	Sent to IF&W; These sites will not be ready until 2008.	Contact unresolved between: Florida Light & Power Inland Fisheries & Wildlife; sites will not be ready until summer 2008 for promotion	?		upgrading parking areas and access as part of FERC relicensing process; toilets might be needed in future	
Moosehead Marine/ SS Katahdin	Sent to Bruce Porter; Permission not yet received	Bruce Porter, Mgr.P.O. Box 1151, Greenville, ME 04441; 695-2716			OK	
Sebeois Lake BPL Unit	Yes-permission rec'd.	Chuck Simpson; Bureau of Public Lands; P.O. Box 415; Old Town, ME 04468; 827-1818	OK	None	upgrade parking area, kiosk	8,950.00
Pleasant River Walk	Sent to Sophia Wilson - not returned	27 Church St, Brownville, ME 04414; 965-2561			define trail with bark mulch; move the sign back to actual trailhead	1,000.00
Guilford River Walk	Yes-permission rec'd.	Terry N. Young; General Mgr/COO; P.O. Box 149; Guilford, ME 04443; 876-3311	OK	minor change	OK	
Ripogenous Dam	Contact/permission not yet resolved		?		wait until later on this site	
Dolby Pond Picnic Area	Sent to DOT/Permission yet unresolved	Bob LaRoche will see if someone will sign off	?		OK	
						1,909,970.00

Section 2

Appendix 3

Phone Interview

Forms

Questions to Discuss with Site Owners/Managers

The Maine Highlands and Piscataquis County are in the process of developing a nature based tourism itinerary that will include some related cultural and historic sites. Once developed, the itinerary will be marketed to attract visitors to our region of Maine to participate in the nature experience. We want to be as certain as possible that we have examined these potential sites for issues that might cause us to eliminate a site from consideration or a site that might require some mitigation effort to allow inclusion in such an itinerary.

In order to accomplish that, we would like to ask a few questions related to the (Site Name) _____ which is a site under consideration and, as we understand it, is managed by your organization.

Do you have a few minutes now to have this conversation or, if, not, could you offer a better time to have this conversation?

Modifiers and Constraints

Ecological

Can this site tolerate visitors without disrupting the delicate ecological balance?

Would it be hazardous to the site resources to recommend this site for inclusion?

Is this site at or near capacity?

If not, how much more traffic do you feel the site can withstand without introducing mitigation factors?

(See 1-5 factors)

Physical

Are there physical barriers that prevent or inhibit easy access to the site? (Access)

(See 1-5 factors)

Social

Would the Piscataquis Tourism Task Force have your organization's support for including this site in an itinerary such as we have described?

(See 1-5 factors)

Cultural

Are there cultural reasons related to the area's people or history that would preclude this site from being included in a public itinerary?

Is there a culture that would be enhanced by the site's inclusion in the itinerary?

See 1-5 factors)

Health & safety

Are there any health or safety concerns regarding this site that would cause a site visit to be difficult or dangerous?

Who is responsible for the maintenance and cleanliness of this site?

(See 1-5 factors)

Regulatory

Are there any regulatory restrictions regarding this site?

(See 1-5 factors)

Political

Is your agency willing to have this site included in an itinerary?

Are there any political concerns related to it's inclusion?

(See 1-5 factors)

Economic

Are there economic concerns that would cause your agency to be concerned about the inclusion of this site in the itinerary?

(See 1-5 factors)

How many parked cars do you feel this site can comfortably accommodate?

What is the proximity of this site to community services?

Do we have your permission to include this site in a nature based itinerary? Are you willing to sign a document giving your permission for this site to be included on the itinerary that we are developing?

Manager's Name: _____ (print)

Fax Number: _____

Email address: _____

Mailing Address:

City

State

Zip

Section 2
Appendix 4
Signage Inventory &
Database Samples

PHOTO_#	BLUE_SIGNS	BROWN_SIGN	GREEN_SIGN	CITY_LIMIT	ROUTE	OTHER	LAT_DEGR	LAT_MIN	LAT_SEC	LAT_DD	LONG_DEGR	LONG_MIN	LONG_SEC	LONG_DD	NOTES
10			X		X		45	36	0.793	45.6002	68	31	0.934	-68.5169	Mt. Katahdin Baxter State Park 157/11
22						X	45	39	0.593	45.6502	68	36	0.908	-68.6003	Rest Area 1500 ft right
23						X	45	39	0.717	45.6502	68	37	0.191	-68.6167	Rest Area Dolby Flowage State of Maine DOT
24						X	45	39	0.763	45.6502	68	37	0.203	-68.6167	Camping Areas/Litter
41		X					45	39	0.449	45.6501	68	39	0.093	-68.6500	BSP Info Tune to 1610AM
63		X					45	39	0.635	45.6502	68	42	0.767	-68.7002	BSP 16 Miles
65						X	45	40	0.528	45.6668	68	43	0.471	-68.7168	BSP (Vehicle Limits, rules, etc.)
69						X	45	43	0.260	45.7167	68	50	0.014	-68.8333	BSP Rules
75		X	X				45	44	0.567	45.7335	68	51	0.048	-68.8500	BSP 8/ Allagash 40/ Greenville 58
79			X				45	48	0.250	45.8001	68		0.880	-68.8836	BSP Entrance Ahead
80			X				45	48	0.423	45.8001	68	54	0.040	-68.9000	Baxter State Park
82			X				45	44	0.600	45.7335			0.065	-68.8500	Millinocket / BSP
3		X					45	11	0.056	45.1833	68	13	0.816	-69.2169	Peaks Kenny SP Sign
42, 43, & 44	X						45	17	0.524	45.2835	69	30	0.279	-69.5001	LG Kelley & Sons (Red)/ Borestone Mountain Sanctuary (White) / A Fierce Chase (Green) - Skis on sign
53			X				45	21	0.035	45.3502	69	35	0.196	-69.5834	Shirley/Greenville & Moosehead Lake Region
83 & 84			X				45	27	0.515	45.5835	69	35	0.499	-69.5835	Recreational Area / International Lakeland Trail
85 & 86		X			X	X	45	27	0.528	45.5835	69	35	0.495	-69.5835	Lily Bay State Park / 6/15 / Moosehead Trail
97						X	45	29	0.354	45.4834	69	39	0.961	-69.6503	Dept. of Conservation Public Lands Little Moose Bureau of Parks & Lands
109 & 110		X		X	X	X	45	27	0.537	45.4501	69	35	0.493	-69.5835	6/15 / LilyBay Stet Park / International Lakeland Trail
122	X						45	17	0.654	45.2835	69	30	0.409	-69.5001	LG Kelley & Sons (Red)/ Borestone Mountain Sanctuary (White) / A Fierce Chase (Green)
160		X					45	11	0.056	45.1833	69	13	0.893	-69.2169	Peaks Kenny State Park
188			X			X	45	18	0.328	45.3001	69	2	0.118	-69.0334	Millinocket/Lakeview Plt./to Pleasant River Walk
198			X				45	32	0.264	45.5334	68	52	0.856	-68.8669	W Sebois
208			X		X		45	39	0.645	45.6502	68	42	0.756	-68.7002	BSP/Medway/11/157/ to 95
219		X					45	24	0.530	45.4001	69	3	0.666	-69.0502	Katahdin Iron Works
255			X				45	11	0.167	45.1834	69	13	0.845	-69.2169	Peaks Kenny State Park / Bangor / Guilford
100-0695			X				45	37	745.000		68	30	352.000		MEDWAY - BAXTER STATE PARK ALLAGASH WATERWAY
100-0678	X						45	40	801.000		68	29	566.000		SCENIC VIEWS OF KATAHDIN 2 MILES
100-0679	X						45	42	355.000		68	28	733.000		SCENIC VIEWS OF KATAHDIN 2 MILES
100-0914			X				45	34	464.000		68	32	594.000		BSP NORTH ENTRANCE SOUTH ENTRANCE
100-0916						X	45	35	253.000		68	32	513.000		BSP PARK RESTRICTIONS
100-0924			X				45	35	929.000		68	31	970.000		EXIT 244 157 TO ALLAGASH BSP
100-189			X				44	54	936.000		69	15	784.000		Rt 7 N MOOSEHEAD LAKE REGION
100-196			X				44	55	270.000		69	15	613.000		Rt 7 N MOOSEHEAD LAKE REGION
100-252	X						45	1	598.000		69	17	317.000		Rt 7 N MOOSEHEAD LAKE REGION
100-0517			X				44	50	212.000		69	17	59.000		Rt 7 N / Rt MOOSEHEAD LAKE REGION

Sign Inventory Work
Piscataquis County-wide

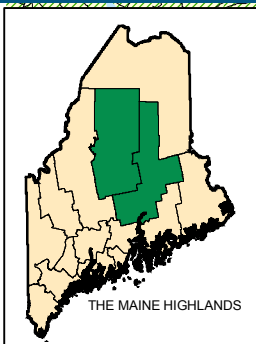


Section 2

Appendix 5

Itinerary Map and Signage

Draft Piscataquis Tourism Task Force Assessment (as of June 30, 2006)



SITE LOCATIONS

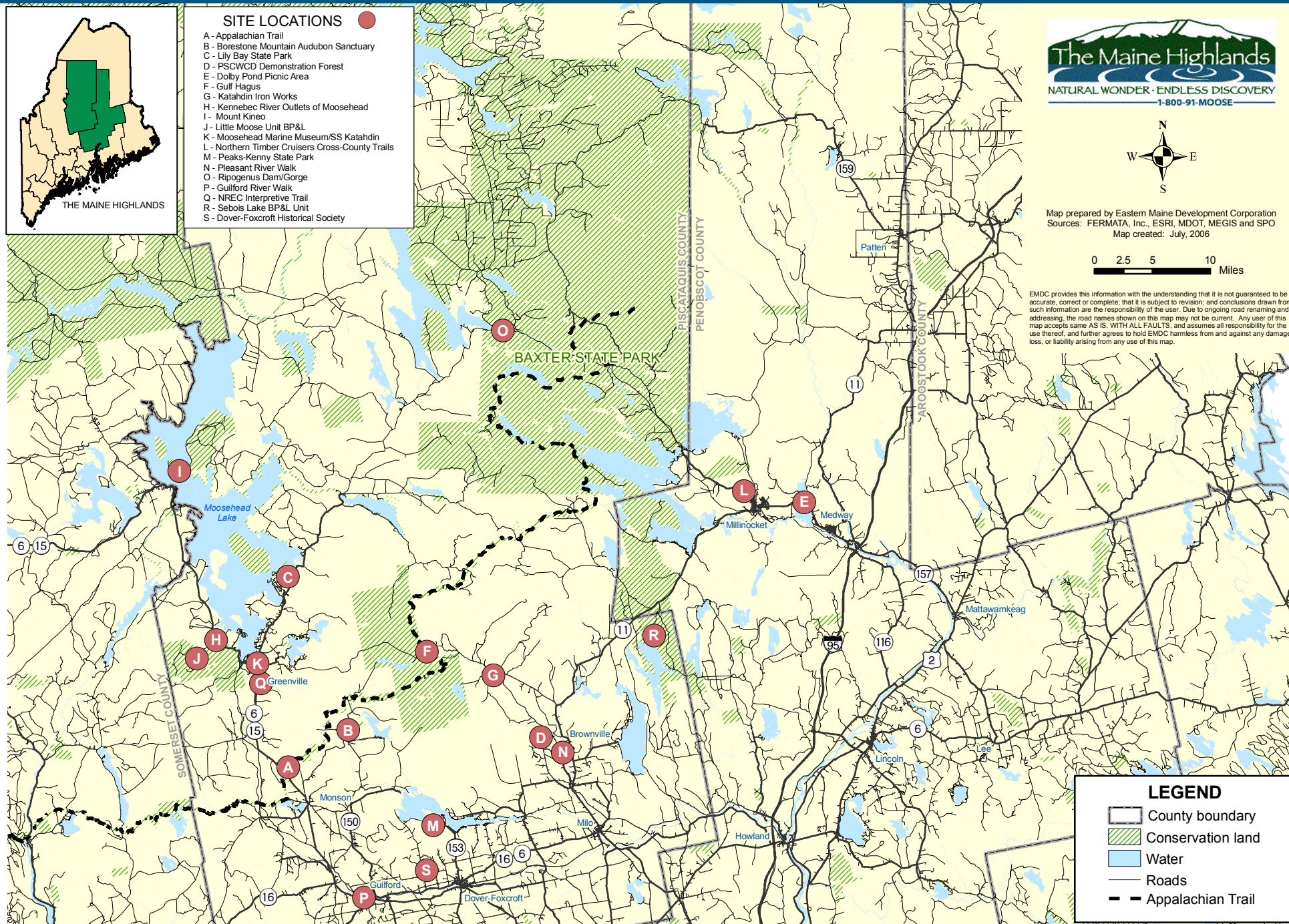
- A - Appalachian Trail
- B - Borestone Mountain Audubon Sanctuary
- C - Lily Bay State Park
- D - PSOWD Demonstration Forest
- E - Dolby Pond Picnic Area
- F - Gulf Hagas
- G - Katahdin Iron Works
- H - Kennebec River Outlets of Moosehead
- I - Mount Kineo
- J - Little Moose Unit BP&L
- K - Moosehead Marine Museum/SS Katahdin
- L - Northern Timber Cruisers Cross-County Trails
- M - Peaks-Kenny State Park
- N - Pleasant River Walk
- O - Ripogenus Dam/Gorge
- P - Guilford River Walk
- Q - NREC Interpretive Trail
- R - Sebosis Lake BP&L Unit
- S - Dover-Foxcroft Historical Society



Map prepared by Eastern Maine Development Corporation
Sources: FERMATA, Inc., ESRI, MDT, MEGIS and SPO
Map created: July, 2006

0 2.5 5 10 Miles

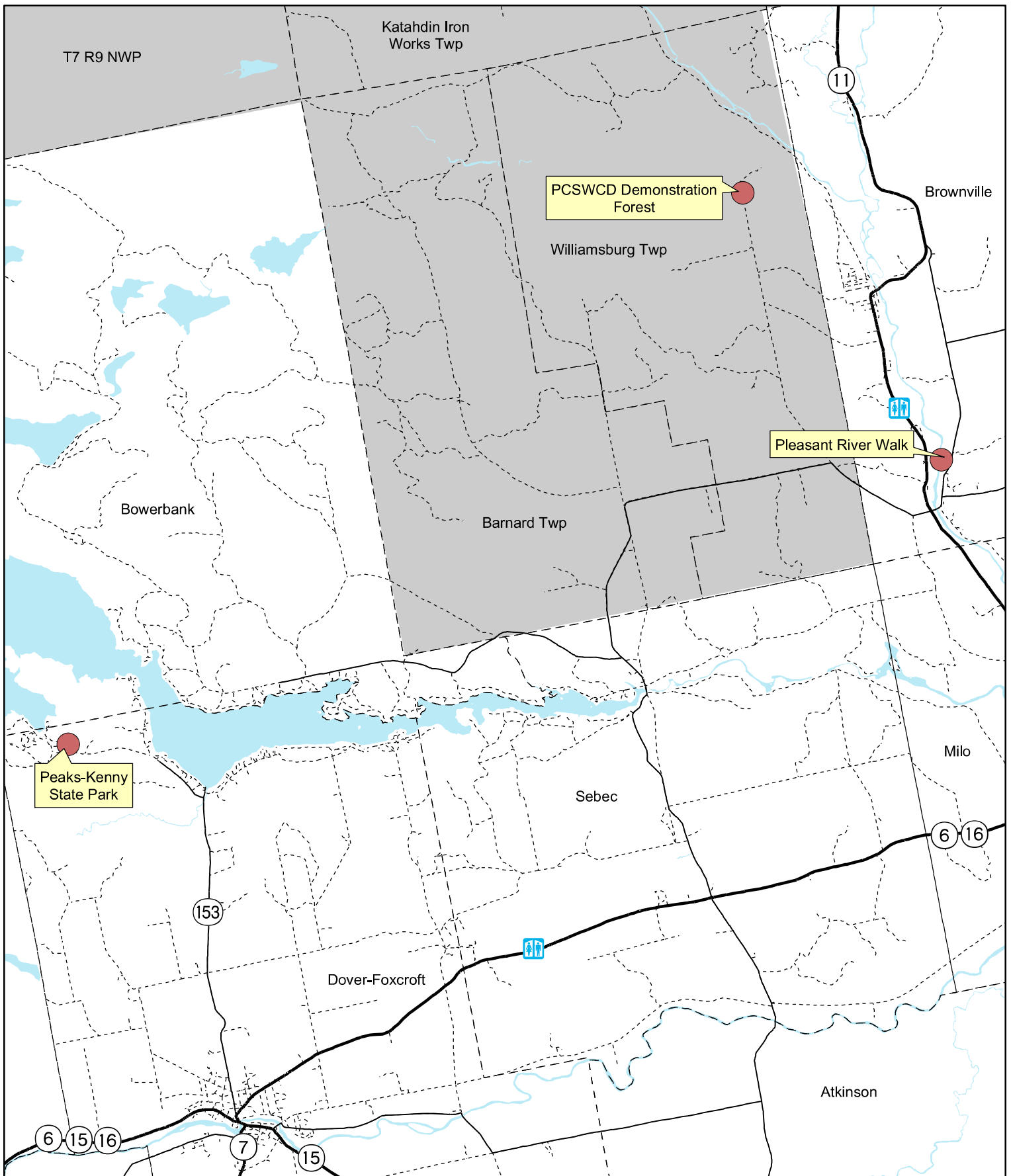
EMDC provides this information with the understanding that it is not guaranteed to be accurate, correct or complete, that it is subject to revision, and conclusions drawn from such information are the responsibility of the user. Due to ongoing road renaming and addressing, the road names shown on this map may not be current. Any user of this map accepts same AS IS, WITH ALL FAULTS, and assumes all responsibility for the use thereof, and further agrees to hold EMDC harmless from and against any damage, loss, or liability arising from any use of this map.



LEGEND

- County boundary
- Conservation land
- Water
- Roads
- Appalachian Trail

Section 2
Appendix 6
Detailed Maps with Signage



NATURE ITINERARY: BROWNVILLE - DOVER-FOXCROFT AREA

0 1.25 2.5 Miles

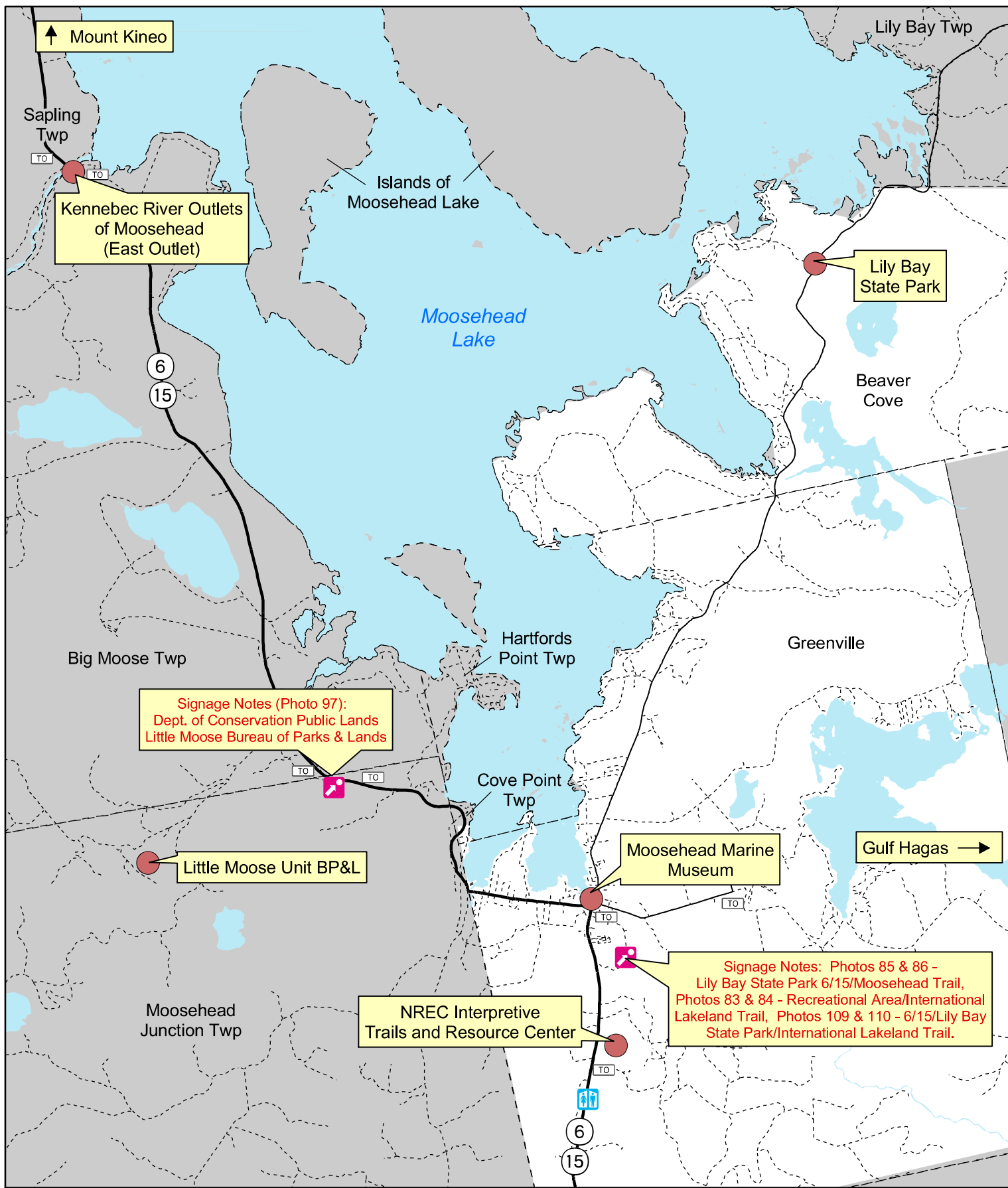
Sources: Piscataquis Tourism Task Force, Eastern Maine Development Corporation, MEDOT and MEGIS
Map revised: May, 2007



LEGEND

● PTF Sites MDOT Rest Area

Locations are approximate. Unorganized territories shaded in grey.



SIGNAGE FOR PTTF ITINERARY: GREENVILLE AREA

0 1.25 2.5 Miles

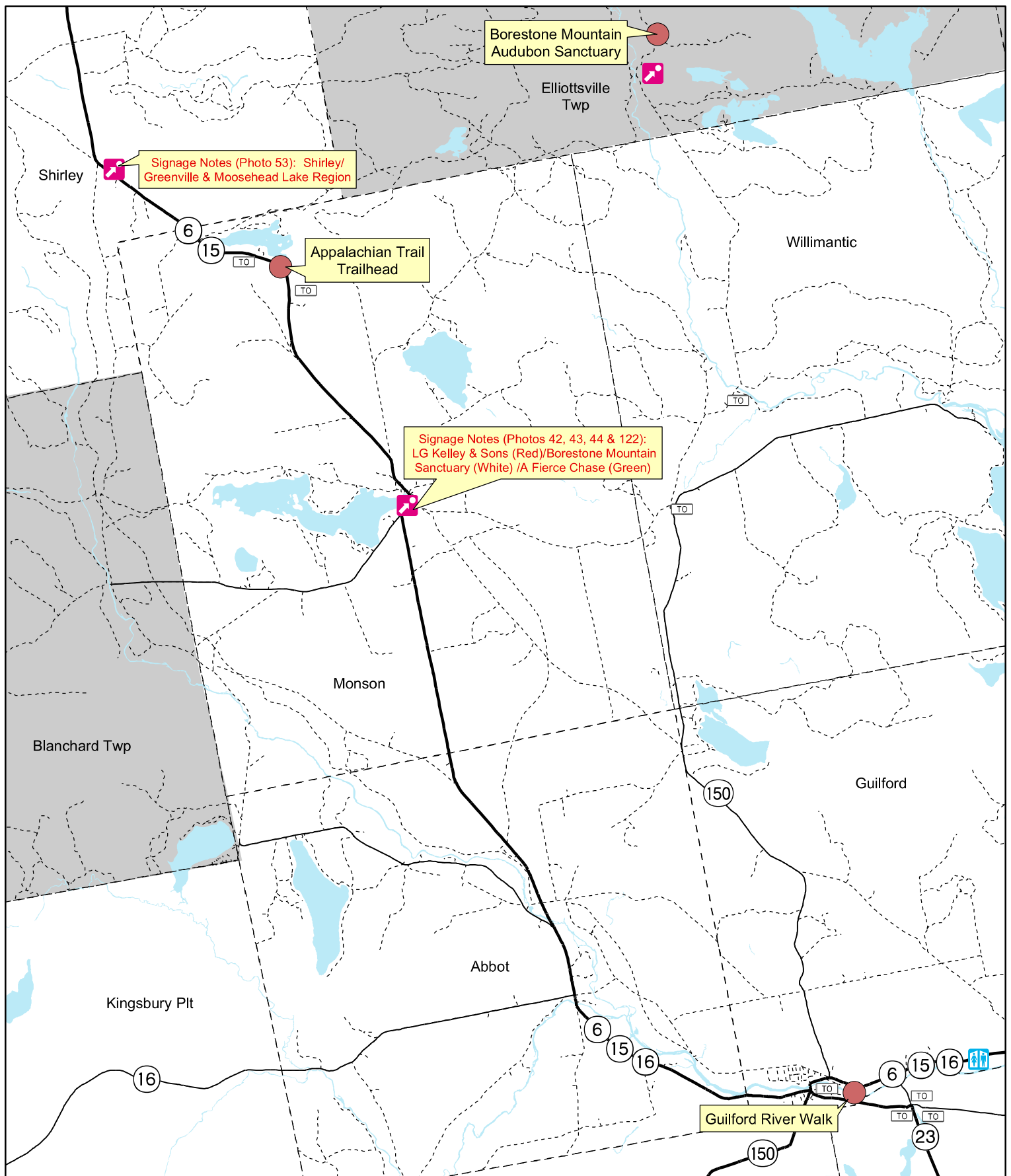
Sources: Piscataquis Tourism Task Force, Eastern Maine Development Corporation, MEDOT and MEGIS
Map created: September, 2006



LEGEND

- PTTF Sites
- Signage
- TO Directional Sign (recommended)
- MDOT MDOT Rest Area

Locations are approximate. Unorganized territories shaded in grey.



SIGNAGE FOR PTTF ITINERARY: SHIRLEY - GUILFORD AREA

0 1.25 2.5 Miles



LEGEND

- PTTF Sites
- Signage
- TO MDOT Rest Area
- TO Directional Sign (recommended)

Locations are approximate. Unorganized territories shaded in grey.

Section 2
Appendix 7
Signage Proposal

11/14/06 Signage Meeting at MOT with DOC, DOT, Regional Partners

Present: Dina Jackson, Gary (Downeast RC&D), Bob LaRoche, Peter Smith, Tom Desjardins, Mark Michaud, Alvion Kimball, Donna Fichtner, Phil Savignano, Jeff Rowe.

INTERPRETIVE SIGNS

Interpretive signs: The group agreed on the style of interpretive sign that is used in the scenic byway program for consistency throughout the state. (Two broad granite posts with a slightly tilted flat composite sign surface resting between the two posts.)

Size: Each sign is 2' x 3' and can handle a maximum of 75 words of text; currently there is no uniform font being used.

Realistic Timeframe: Once the wording is all determined and written: 18-24 months to placement on the ground. They contract for design, construction and building. Might be able to shorten the timeframe if we contracted our own design firm, but we would likely use the same contractors the DOT uses and it would really be quicker to go through Bob LaRoche, more than likely.

Style: See Interpretive guidelines. The story needs to be told from a local perspective.

Locations: We tell Bob where we want the signs and he will site them. Any rest area is OK. They will look at ingress/egress issues.

Per Unit cost: \$3,000 - \$4,000 each sign; Bob estimated 3 signs per site.

List of Contractors: 1 manufacturer in Quebec and a few others; savings to a degree when ordered in multiples (50) so might see cost savings by ordering through DOT.

WAYFINDING SIGNS

DOT does all of DOCs wayfinding signs, so we will be working through DOT. Brown with white lettering with activity icons on bottom = DOC signs for recreation areas; some have the hanging Blue signs on a yardarm. Blue signs are generally considered informational signs.

Discussed trail designations like Moosehead and Katahdin Trails. Bob agreed that we could have a small sign that would be uniform statewide that would designate the nature itineraries. The signs would go on existing signposts to help assure the visitor that they are on the right road.

Warning signs announcing a site 1 mile ahead are only placed at decision points.

Size: Byway signs are generally 2' x 3' or 4'x5'
Cost: \$300 per sign either size.

Common Nature Trail logo: All agreed to use a common designation. The chickadee was suggested and everyone liked the idea. Bob will go back and talk with the designers.

Color: Yellow, Red and Orange are all not available. They will determine another color.

Recreational symbols: Size is generally 12' x 12'.

Possible DOT funding availability: Not until summer of 2008; If the scenic by-way project goes through, there would be some money available for signage on that portion of the trail under that project according to Bob LaRoche. (Ask John Noll about status of the scenic by-way proposal.)

Meeting adjourned at 4:00pm.

SITE	Site Owner/Contact	Signage (existing & needed)	Directional Recommendations	Need for interpretive materials	Interpretive Recommendations
Primary Sites					Caveat: Need consistent Interpretive signage at all of these sites to indicate that they are all part of a themed trail - even though we may indicate signage is OK!
1. Demonstration Forest	Sheila Grant, PCEDC 564-3638	Minimal existing signage. Current sign is confusing, easily misinterpreted as a Tree Farm, not visible from Roadway. Signage only at site, no off site signs. Sign on RT 11 and turnoff suggested.	Directional: Need 2 Directional signs on Rt. 11 - both N & S; Need 1 Sign at turnoff on Barnard Road; Need 1 Sign at the site.	Interpretive signs are present with guide from trail map. Interpretive materials could be moved from guide to on-site to remove need for map.	More Interpretive signage needed.
2. Mount Kineo	Bureau of Public Lands; Northern Region	Adequate signage at Rockwood boat ramp but should be standardized.(black/white hand painted sign. Could use additional interpretive signage while on Kineo.	Needs directional sign on Rt. 15 at the first turn-off to Rockwood Village indicating Kineo access/dock. Standardize signs to look similar. Needs sign with directional map at Rockwood Dock to the Public Landing at Kineo for boaters not taking the public water shuttle. Need sign at landing site directing toward the trail options.	Interpretative signs at bottom of trail and at summit are needed. Importance of fire towers and significance to Native Americans.	Needs interpretive signage to discuss raare plants/animals and geology to be seen at Kineo. No interpretation, but literature talks about rare flora/fauna. Chamber information for boaters was wrong about where to land at Kineo.
3. Gulf Hagas	Bureau of Public Lands; North Maine Woods Assoc; Appalachian Trail Assoc. - Dave Fields, UMO;	Signage to AT and Gulf Hagas parking is adequate once on the Gulf Hagas road; also every vehicle must stop at an entrance gate where they can obtain additional directions or maps.	1) Needs 1 sign on Rt. 11 going N from Brownville. (Visitors do not necessarily know that KI, Gulf Hagas & AT are all on the same road.) 2) Signage at halfway point on private road to assure visitor.Need wanring signs: these attractions are coming up. 3) Directional signage (Gulf Hagas/KI & AT) from base of Pleasant St. in Greenville; Top of Pleasant St. at Airport where road takes a sharp right; (Plus 2-3 signs on that road toward Hedgehog Gate.)	Adequate signage.	
4. Lily Bay SP	Andy Haskell, 695-2700 Mgr; Permission: Tim Hall, 106 Hogan Rd., Bangor, ME 04401; 941-4014	Good directional signage. No further recommendations.	OK	Adequate signage. There are a few interpretive signs on trees identifying species. No real need for interpretive signage here.	A few trees already signed.
5. Peaks Kenny SP	Carter Smith, Mgr. - 564-2003; carter.smith@maine.gov; Permission: Tim Hall	Good directional signage. No further recommendations.	OK	Adequate signage.	None needed.
6. Borestone Mt.	Don Annis, 997-3919; Permission: Robert Savage, Maine Audubon Society, 20 Gilsland Farm Rd., Falmouth, ME 04105	Two directional signs exist leading in to the site, but better signage is needed in Guilford and Willimantic.	1) Existing signs on Rt. 15 N&S need repainting so they are visible from roadway. 2) <i>Should have 1 sign in Guilford at the Junctions of Rt. 150 & 15; 1 sign in Willimantic and 1 @ Goodall Corner; This 2nd recommendation was vetoed by the Borestone Management!</i>	There is interpretive signage at the entrance to the site.	Existing Interpretive signage at entrance to trail.
7. NREC Interpretive Trail & Resource Center	Natural Resource Education Center; Eric Ward, Chr. Darci Schofield, Nature Trail Mgr. P.O. Box 1329, Greenville, ME 04441	Trail signs need to be improved. Signage is within the rest area. Needs directional signage recognizing the resource from the roadway.Once in the rest stop, signage to the trail is also needed. Trailhead is not highly visible from parking area.	1) Needs either 1 double sided sign @ the rest area visible from Rt. 15 both N&S; OR 2 signs, 1 N & 1 S.The winter t X-C trailhead & parking has been in a different location; Need to make arrangements to plow the turn-out and begin X-C trail from the DOT turn-out. A trail extension could be created to avoid creating another parking area and more signage.	There is limited interpretive signage at the trailhead; but trail signage needs to be improved and interpretive materials noting the species that have been identified would be helpful.(The later has been done during summer of 2007.)	Needs better interpretive signage at the trailhead; Trailhead is hard to find. Needs better/larger signage; Trail itself needs more signage.
8. AT Trailhead	Sheila Grant, PCEDC 564-3638	Need better signage; no directional signs currently exist.	Need 1 site sign (2) on Rt. 15 both N & S; Also need warning signs from both directions. There are no Hiker signs as DOT thought; There is currently NO indication on Rt. 15 that the AT has a trailhead on that sharp curve!	limited interpretive sign currently	Could us a nice interpretive sign regarding the significance of the AT and particularly this portion of the trail.
9. Katahdin Iron Works	Bureau of Public Lands	There is no directional signage when traveling from Brownville toward KI.	See Gulf Hagas notes; they apply here also.	Adequate interpretive signage in place; BPL is re-developing their brochures, however.	
10. Little Moose Unit BPL	Bureau of Public Lands, Peter Smith - 778-8231; peter.d.smith@maine.gov	Only directional sign is the blue sign at the entrance on Rt. 15. Warning signs on Rt. 15 both N&S would be helpful.Interpretive signage is located throughout the site at various access points.	Needs warning signs (2) N & S on Rt. 15 before the entrance. Visitors drive by not noticing the blue sign that is there or realizing what it is. Unless visitors have done their homework, they have little concept of the resources available on most public lands in Maine.	Interpretive signs are located at the trailheads throughout the unit. Campsite regulations are posted at each campsite within the unit. Maps and interpretive materials would be helpful to the public to find their way through this diverse and unit offering multiple recreational options.	Interpretive signage is already in place, but could benefit from more close to the entrance to entice people further in. Need some interpretation on the Big Moose Mt. hiking trail. This was the 1st Fire tower in the US. That deserves significant interpretation!

11/12. Kennebec River Outlets	Mike Moon, 695-2554; Ernie Deluca, Florida Power & Light, Harris Station; BPL - rest area	Needs additional signage.	Currently neither outlet is signed. Needs signage (4) on Rt. 15 N and S at each outlet directing to parking areas at each site indicating public access.	No interpretive signage currently at the site.	Need interpretive signage to explain the many unique features/activities available from these two sites.
13. Moosehead Marine/ SS Katahdin	Moosehead Marine Museum; Duke McKeil, Exec; Bruce Porter, Mgr, 695-2716 katahdin2@verizon.net	Blue directional sign is located at the intersection and signage on the Museum. The "Katahdin" is highly visible from the road in downtown Greenville from any direction.	None needed.	Interpretive materials are located throughout the vessel and the museum which help to place the boat within the history and culture of the North Maine Woods. The captain talks about the history and culture throughout the cruise describing the importance of the logging history to the region.	None needed.
14. Sebeois Lake BPL Unit	Bureau of Public Lands; Chuck Simpson, Old Town; 827-6295	Needs better directional signage.	Existing sign needs to be larger/more prominent. Not very visible from Rt. 11. Drive by easily. Advance warning signs would help. See <i>comments for Little Moose Unit.</i>	Maps are available through BPL.	Some exists. Could use more.
Secondary Sites					
15. Pleasant River Walk	Built & maintained by the Friends of the River Walk Volunteer group; maintained by private donations; Town of Brownville - Sophie Wilson	Minimal signage to site. Small access sign appears on left side of road. Trailhead sign points to culvert making it difficult to access trail. Larger sign to parking facilities, move sign to adequately direct walkers to trail.	1) South access: Sign on Rt. 11 is easy to miss. On a signpost with multiple other signs. Make larger? Different color? 2) Need another sign to indicate parking for the river walk; 3) Move trailhead sign back. (Use bark mulch to define trail so people do not walk into the culvert.) 4) This asset is also accessible from Rt. 11 on the north end. There should be two (N&S) additional signs there directing to the river walk, parking and the trailhead.	Additional interpretive material is needed. Further directive signage and interpretive material should be considered.	Additional interpretive signs along the trail.
16. Guilford River Walk	Terry Young, Hardwood Products; 876-3311; manages for Cartwrights, Hardwood Prod, American Pride. Town of Guilford; Tom Goulette, Town Mgr, 876-2202	A brand new sign at the entrance to the site is visible coming from Sangerville. There is no signage from Guilford or from Dover-Foxcroft on Rt. 15.	1) 1 sign N & S (2) on Rt. 15. 2) Sign (1) needed coming from Sangerville on Rt. 150 just before you cross the bridge to indicate trail ahead.	Interpretive signage would be nice. Locals say that osprey, eagles and other species can be sited here, but one could easily miss that. Timing is everything!	Interpretive sign needed indicating the type of flora/fauna possible to see along the river. Visitors need to be informed to look for certain species.
17. Ripogenous Dam	Access granted through FERC licensing.	Minimal signage, access from private road, additional signage is recommended, but may not be encouraged.	Needs directional sign from Golden Road N & S if company is agreeable.	Minimal interpretive materials exist on site. Further explanation as to historical information, dam and regional species may add to experience.	Interpretive sign would be nice to explain the existence of the dam, it's relationship to the forest heritage, recreation and papermaking.
18. Dolby Pond Picnic Area	Maine DOT	Signage is adequate	None needed. Well signed!	None on site currently, explanations of Dolby Pond, history of waterbody, logging and the mills would add to the sites interpretive value.	Needs interpretive signage.
19. Baxter State Park		The park is well signed	Signage is needed at the southern entrance indicating that there is a northern entrance that can be accessed when the park is full from the south end. The drive to the northern entrance is not long and far fewer people access from that direction. This could go a long way to build PR.	NA	NA

Section 2
Appendix 8
Site Descriptions

Site Description Template

Site Name:

Description:

Directions:

Season:

Winter Activities include:

Special Notes of Interest:

Important Natural/Cultural/Heritage Web Links:

Moosehead/Katahdin Itinerary Site Descriptions
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2. East Outlet of the Kennebec River	Page 3
3. West Outlet of the Kennebec River	Page 4
4. Little Moose Unit Bureau of Parks and Lands	Page 5
5. Moosehead Marine Museum	Page 6
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Site Name: Mount Kineo**Description:**

Mount Kineo is an 800 foot mountain of rhyolite that rises dramatically from the deepest portion of Moosehead Lake. This was a location known well to the Native Americans who traveled great distances to Kineo for the hard rock with flint-like qualities that was used for tools and arrowheads.

The famous Mount Kineo Hotel, located at the base of the mountain on the peninsula, offered capacity for 1000 guests when the resort was the summer long destination for “rusticators” coming from New York and Boston on three trains daily around the turn of the last century. Though the hotel closed its doors in the 1970’s and has since been demolished, the memory of that grand era lives on in the hearts and minds of many Moosehead residents whose lives revolved around the famous grand hotel for many years.

The Land for Maine’s Future Program, recognized the importance of this landmark and purchased a portion of the Kineo property in 1990 to preserve it for recreational purposes for the Maine public. The Bureau of Parks and Lands now manages Mt. Kineo, which offers 3.5 miles of lake frontage, a primitive campsite, four hiking trails, as a part of its Moosehead Lake Reserve.

Hiking Trails:

Directions:**Special Notes of Interest:****Important Natural/Cultural/Heritage Links:**

http://www.state.me.us/spo/lmf/projects/project_detail.php?project=1555

<http://mooseheadlakegolf.com/>

www.mainebirdingtrail.com/Birding_Moosehead.pdf

Site Name: Little Moose Unit Bureau of Parks and Lands**Description:**

This 15,000 acre tract of public land is located west of Greenville in Moosehead Junction and Big Moose Townships (unorganized). The forested land is flat to gently rolling in the southeastern quarter, the area also includes most of the Little Moose Mountain range with steep slopes, rocky streams, and remote ponds. Visitors may enjoy hiking, snowmobiling, fishing, hunting, wildlife watching, and camping in this seemingly remote setting.

Directions:

Follow Routes 6 and 15 northwest to the Greenwood Motel to access one hiking trailhead. Parking is on the southwest side of the motel.** To drive into the unit, continue on Routes 6 and 15 across Moose Brook and turn left onto the North Road, which will enter the unit in about a mile. After the Public Lands sign, the road forks. To the left, the Mountain Road leads to the trailhead for Big Moose and Little Moose Ponds at about .7 mile. To the right, the North Road continues toward Trout and Big Indian Ponds.

Special Notes of Interest:

Hiking: From the trailhead near the Greenwood Motel on Routes 6 and 15, the Little Moose Mountain Trail provides 9 miles of hiking along the ridgeline from one scenic overlook to the next. Hikers then descend into a forested bowl containing the Moose Ponds, an area that feels truly remote, but only 3 miles from town. Easy half-mile trails connect these ponds to each other and to a trailhead at the top of the Mountain Road. From the trailhead on the North Road, hikers may climb Big Moose Mountain, a rugged 3-mile climb with a panoramic view at the top. ** **Snowmobiling:** Winter visitors enjoy snowmobiling on the unit on ITS 86 and a local club trail, marked on the map. For safety reasons, snowmobiling is prohibited on plowed roads.

Fishing and Hunting: Fishing for brook trout is attractive to visitors in the brooks and ponds located here. Scenic small ponds lie in the lowlands between rugged hills. This remote fishing experience is protected by state law that prohibits motorized craft and vehicles (except snowmobiles) within a half-mile of these ponds. Gravel Pit Pond is stocked and offers children a successful opportunity to fish. Hunting is for grouse and deer. Fishing and hunting are allowed, subject to state law. Consult the current IF&W rules and regulations and note the prohibition of hunting and trapping in the Moosehead Lake Game Sanctuary, special fishing regulations on some ponds, and restrictions on firearms on and around campsites and trails.

Wildlife Watching: Because of varied forest and wetland habitats, this location is home to many species of native Maine wildlife. Canoeists often see wading birds, waterfowl, and moose in Wiggin Brook. Please watch for moose on the area roads. Collision can be fatal for both driver and moose.

Camping: Pond walk-in campsites are available on a first-come, first-served basis. Campsites include a table, fire ring, and nearby pit toilet. Visitors must obtain a fire

permit from the Maine Forest Service. While visitors may camp in other locations, they may not build fires. Help protect this area by obeying fire rules and by practicing low-impact activities.

ATVs: All Terrain vehicles are allowed only on roads and trails posted as open.

Important Natural/Cultural/Heritage Links:

Maine Department of Conservation website

www.state.me.us/doc/dochome.htm.

<http://www.maine.gov/ifw/fishing/opportunities/html/moosehead.html>

<http://www.naturalresourceeducationcenter.org/> - First fire tower in the United States was located atop Big Moose Mountain and fishing in the Moosehead region.

www.mainebirdingtrail.com/Birding_Moosehead.pdf

Add: Wildlife Watching Tips; Ways to reduce your impact on the Maine woods; Safety Tips in Remote Regions; Little Moose Unit Rules;

Site Name: Moosehead Marine Museum

Description:

The Moosehead Marine Museum's historic cruise boat, *the Katahdin*, is a national historic landmark and a remnant of the logging days that links the present Moosehead culture to its important past. Originally a steamboat, built in 1914 at Bath Iron Works, the vessel was later converted to diesel. This vessel is the main attraction of the Museum's collection of marine memorabilia of the Moosehead area.

The Katahdin offers regularly scheduled cruises from late June through early October. The narration provided on the cruise helps visitors to understand the history and culture of the North Maine Woods. The vessel is available for chartered cruises and events.

Directions:

From Rt. 15 South: In Greenville, travel straight at the blinking light about one block. The parking area is located on the left across from Shaw Memorial Library. You cannot miss the vessel!

From Rt. 15 North: In Greenville, at the blinking light, turn left and travel one block. The parking area is located on the left across from Shaw Memorial Library. You cannot miss the vessel!

Special Notes of Interest:

Important Natural/Cultural/Heritage Links:

<http://www.katahdincruises.com/museum.html>

Section 2
Appendix 9
Site Descriptions
with Notations

Site Name: Appalachian Trail 100 Mile Wilderness north of Monson

Description: The Appalachian Trail (AT) crosses Rte. 15 at a trailhead about 3.5 miles north of Monson, or, 11 miles south of Greenville. In the AT hiking community the last 100 miles from Monson to Katahdin is known as the “100 Mile Wilderness of the AT”. Hikers going northbound all the way to Katahdin should carry 8 to 10 days of food as there are no re-supply points along this most remote section of the 2000 mile long Appalachian Trail, from Georgia to Maine.

The Appalachian Trail offers interesting day hikes for those who can find and follow directions from the AT Map and Guidebook, and safely navigate the labyrinth of logging roads in the Maine Woods. Some day hikes require wading across wide streams, traverses across open ridge tops and woods road navigation skills. Hikers should not underestimate these challenges when planning a day hike on the AT. Water levels can change abruptly after heavy rains making stream crossing unsafe. Guiding services can be of great assistance and add a margin of knowledge and safety to those not familiar with the AT and the Maine Woods.

Here are some day hiking possibilities on the AT: Horseshoe Canyon on the East Branch Piscataquis River in Blanchard; Bell-Lily-North Ponds in Elliottsville; Little Wilson Falls; Slugundy Gorge on Long Pond Stream, Barren Ledges, West Chairback Pond-Third Mountain, Gulf Hagas, Whitecap Mtn. via White Brook Side Trail, Nahmakanta Lake, Pollywog Stream and Gorge.

Directions: *From Monson* drive north on Rte. 15 about 3.5 miles. At the top of a long hill the highway curves sharp to the left. The AT trailhead and parking lot is immediately on the right and on the curve of the highway. Be sure to pull quickly into the parking lot as Rte. 15 can be busy, quite hazardous on the curve. . . *From Greenville* drive south on Rte. 15. towards Monson. At about 10 miles the highway curves left beyond the two Spectacle Ponds and in another mile approaches a sharp right curve. The AT trailhead is immediately on your left just before the curve. Pull off quickly into the parking lot to avoid the traffic hazards on this curve.

Special Notes of Interest: Hikers will want to assess their hiking skills and experience, review the AT maps which provide good information about trail conditions, stream crossing and elevation change, then select an option that is matched with their ability. Hikers will want to carry adequate food and water, and practice Leave-No-Trace on the AT and in the Maine Woods.

Important Natural/Cultural/Heritage Links:

Maine Appalachian Trail Club <http://www.matc.org/>

Weather/NOAA <http://www.noaa.com/>

River Levels <http://water.usgs.gov/waterwatch/?m=real&w=map&r=me>
www.mainebirdingtrail.com/Birding_Moosehead.pdf

Site Owner/Contact:

Sheila Grant, PCEDC 564-3638

Access/Landowner Permission:

Landowner permission for inclusion.

Parking:

Parking area will be undergoing improvements to appearance and configuration. MDOT access issues will also be addressed.

Signage: Existing & Needed:

Need better signage; no directional signs currently exist.

Directional:

1 site sign (2) on Rt. 15 N & S

Site Identification:

1 site sign (2) on Rt. 15 N & S

Interpretive Needs:

Handled by AMC.

Interpretive Recommendations:

None.

Mitigation Required for Sensitive Areas:

Maine AT and ATC monitor.

Toilets & Hygiene Concerns:

No sanitary facilities currently exist at trail head.

Other Health & Safety Considerations:

None known.

Capacity & Carrying Capacity Issues:

Trail system not currently at capacity, except summer weekend use in the Gulf Hagas area.

Maintenance & Cleanliness Issues:

Well maintained through the use of volunteers.

Proximity to Community services:

Some areas are closer to community services than others, i.e. Monson is approx 2 miles from the trail. Most of the trail is fairly remote from community services.

Regulatory Issues:

Regulations established by AMC

Other Comments:

Upgrades are being planned for the parking area and trailhead by PCEDC group. Need to know specifics of plan.

This site will be ready as soon as upgrades are accomplished!

Site Name: Little Moose Unit Bureau of Parks and Lands

Description:

This 15,000 acre tract of public land is located west of Greenville in Moosehead Junction and Big Moose Townships (unorganized). The forested land is flat to gently rolling in the southeastern quarter, the area also includes most of the Little Moose Mountain range with steep slopes, rocky streams, and remote ponds. Visitors may enjoy hiking, snowmobiling, fishing, hunting, wildlife watching, and camping in this seemingly remote setting.

Directions:

Follow Routes 6 and 15 northwest to the Greenwood Motel to access one hiking trailhead. Parking is on the southwest side of the motel. ** To drive into the unit, continue on Routes 6 and 15 across Moose Brook and turn left onto the North Road, which will enter the unit in about a mile. (The land to the right is privately owned and the road shared right-of-way until you reach the public land sign.) After the Public Lands sign, the road forks. To the left, the Mountain Road leads to the trailhead for Big Moose and Little Moose Ponds at about .7 mile. To the right, the North Road continues toward Trout and Big Indian Ponds.

Special Notes of Interest:

Hiking: From the trailhead near the Greenwood Motel on Routes 6 and 15, the Little Moose Mountain Trail provides 9 miles of hiking along the ridgeline from one scenic overlook to the next. Hikers then descend into a forested bowl containing the Moose Ponds, an area that feels truly remote, but only 3 miles from town. Easy half-mile trails connect these ponds to each other and to a trailhead at the top of the Mountain Road. From the trailhead on the North Road, hikers may climb Big Moose Mountain, a rugged 3-mile climb with a panoramic view at the top. **

Fishing and Hunting: Fishing for brook trout is attractive to visitors in the brooks and ponds located here. Scenic small ponds lie in the lowlands between rugged hills. This remote fishing experience is protected by state law that prohibits motorized craft and vehicles (except snowmobiles) within a half-mile of these ponds. Gravel Pit Pond is stocked and offers children a successful opportunity to fish. Hunting is for grouse and deer. Fishing and hunting are allowed, subject to state law. Consult IF&W rules and regulations and note the prohibition of hunting and trapping in the Moosehead Lake Game Sanctuary, special fishing regulations on some ponds, and restrictions on firearms in and around campsites and trails.

Wildlife Watching: Because of varied forest and wetland habitats, this location is home to many species of native Maine wildlife. Canoeists often see wading birds, waterfowl, and moose in Wiggins Brook. Please watch for moose on the area roads. Collision can be fatal for driver and moose.

Camping: Pond walk-in campsites are available on a first-come, first-served basis. Campsites include a table, fire ring, and nearby pit toilet. Visitors must obtain a fire permit from the Maine Forest Service. While visitors may camp in other locations, they may not build fires. Help protect this area by obeying fire rules and by practicing low-impact activities.

ATVs: All Terrain vehicles are allowed only on roads and trails posted as open.

Season: Year round

Winter activities include: Snowmobiling on the unit on ITS 86 and a local club trail, marked on the map. For safety reasons, snowmobiling is prohibited on plowed roads. Snowshoeing and cross-country skiing are also permitted in this area.

Important Natural/Cultural/Heritage Links:

www.state.me.us/doc/dochome.htm.

<http://www.maine.gov/ifw/fishing/opportunities/html/moosehead.html>

<http://www.naturalresourceeducationcenter.org/> - First fire tower in the United States was located atop Big Moose Mountain and fishing in the Moosehead region.

www.mainebirdingtrail.com/Birding_Moosehead.pdf

Site Owner/Contact:

Bureau of Public Lands, Peter Smith - 778-8231; peter.d.smith@maine.gov

Access/Landowner Permission:

Have landowner permission for inclusion in itinerary.

Parking:

Adequate parking capacity.

Signage: Existing & Needed:

Only directional sign is the blue sign at the entrance on Rt. 15. Interpretive signage is located throughout the site at various access points.

Directional:

Needs directional signs (2) N & S on Rt. 15 before the entrance. Visitors drive by not noticing the blue sign that is there or realizing what it is.

Site Identification:

Only directional sign is the blue sign at the entrance on Rt. 15. With additional directional signage, this may be enough, but a larger sign would be better. The blue color is easy to miss.

Interpretive Needs:

Interpretive signs are located at the trailheads throughout the unit. Campsite regulations are posted at each campsite within the unit. Maps and interpretive materials would be helpful to the public to find their way through this diverse and unit offering multiple diverse recreational options.

Interpretive Recommendations:

None currently.

Mitigation Required for Sensitive Areas:

None Known.

Toilets & Hygiene Concerns:

Privies are located throughout the unit at the campsites only. Campsites are located on the ponds in this unit. There are no other comfort facilities available on this unit. Gravel Pit Pond is accessible by wheelchair as a family picnic area.

Other Health & Safety Considerations:

Some hikes (off the gravel roads) are more rigorous than others, People should be in good physical condition.

Capacity & Carrying Capacity Issues:

This is a very large unit with large carrying capacity. The unit currently gets very limited use therefore has tremendous capacity. BPL uses size of parking lots to limit use and maintain quality of experience; therefore unit is not likely to exceed recommended capacity limits.

Maintenance & Cleanliness Issues:

Site sometimes after a weekend has some trash.

Proximity to Community services:

This unit is within five miles of downtown Greenville with most services, including a hospital.

Regulatory Issues:

All traditional uses are allowed on this unit, including ATVing, hunting, mountain biking, etc. All trails are shared use. Permits are required for campfires.

Other Comments: Aside from additional directional signage, this site is ready!